United Nations A/AC.198/2011/2

General Assembly

Distr.: General
26 January 2011

Original: English

**Committee on Information**
**Thirty-third session**
25 April-6 May 2011

# Activities of the Department of Public Information: strategic communications services

## Report of the Secretary-General

*Summary*

The present report, prepared in response to General Assembly resolution 65/107 B, summarizes the key advances made by the Department of Public Information from July 2010 to February 2011 in promoting the work of the United Nations to the global audience through its strategic communications services.

Strategic communications services, which is one of three subprogrammes of the Department and implemented by its Strategic Communications Division, is responsible for devising and implementing communications strategies on priority issues and providing communications support for key United Nations events and initiatives.

Activities of the other subprogrammes of the Department — news services and outreach services — are described in separate reports of the Secretary-General (A/AC.198/2011/3 and A/AC.198/2011/4).

11-21728 (E) 180211

Please recycle

## Introduction

In its resolution 65/107 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-second session and requested the Secretary-General to continue reporting to the Committee on the activities of the Department.

In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

The present report,[1] which considers the strategic communications activities of the Department, is divided into two parts. Part One addresses thematic communications campaigns in such areas as peacekeeping, violence against women, the Millennium Development Goals, climate change, human rights, the question of Palestine, the International Year of Youth, the World Summit on the Information Society and the New Partnership for Africa's Development (NEPAD). Part Two examines the role and activities of the network of United Nations information centres.

[1] Unless otherwise indicated, the present report covers the activities of the Department for the period from July 2010 to February 2011.

# Part One: Communications campaigns

## I. Strategic approach of the Department of Public Information

1. The mission of the Department of Public Information is to help to fulfil the substantive purposes of the United Nations by strategically communicating the activities and concerns of the Organization to achieve the greatest public impact. Its primary goal is to provide timely, accurate, impartial, comprehensive and coherent information to the widest possible global audience. In implementing this mission, the Strategic Communications Division assumes responsibility for devising communications strategies and carrying out communications campaigns on priority issues.

2. The strategic approach adopted by the Department includes identifying its communications priorities in advance, outlining an annual workplan that involves all its components, including the network of United Nations information centres, and ensuring the optimal use of available resources by designing communications strategies with the close involvement of all partners, including Secretariat Departments and United Nations system entities. With the objective of attracting the interest of target media, the Department prepares background press material, organizes press briefings and arranges media interviews with key substantive officials, often individually approaching journalists, to reinforce key messages. The Department also makes extensive use of new media, including social networks, which extends its reach to audiences worldwide.

3. Also, as part of its strategic approach, the Department coordinates its system-wide communications work through the United Nations Communications Group. This Group, which includes communications focal points of the entire United Nations system, serves as a common platform for joint communications work. During the reporting period, the Department conducted a global survey of United Nations communications groups at the country level and compiled a comprehensive directory of communications focal points worldwide. This global network, which now includes 102 United Nations communications groups, is taking the lead in promoting joint United Nations communications at the country level, and consolidating communications resources at the regional level.

## II. Thematic campaigns

### A. United Nations peace operations

4. The Department worked closely with the Department of Peacekeeping Operations and the Department of Field Support to improve support to the public information components of peacekeeping operations and to generate greater public support for United Nations peacekeeping, including through the following activities:

(a) The Department disseminated 27 press releases targeting 14 troop- and police-contributing countries, focusing on the contributions by individual Member States to United Nations peacekeeping efforts;

(b) It undertook a comprehensive redesign of the English language peacekeeping website, planned for launch in early 2011. Websites in other official United Nations languages are in the process of being prepared;

(c) The Department of Public Information and the Department of Field Support continued to help peace operations to improve locally maintained mission websites. Nineteen sites adopted a new template, with some missions using Arabic, French and Portuguese, in addition to English;

(d) The Department worked with the Department of Peacekeeping Operations and the Department of Field Support in launching the new field personnel recruitment process. This included testing and grading hundreds of test papers submitted by candidates, and assembling and sitting on interview panels;

(e) The Department's annual publication, entitled "United Nations peace operations 2010: year in review", presented a look back at current United Nations peacekeeping operations and special political and peacebuilding missions throughout the world;

(f) The United Nations News Centre web portal (www.un.org/news) carried 1,206 English and 1,022 French news articles on peacekeeping matters during the reporting period. News articles in English and French were also distributed via the associated e-mail news service to more than 50,000 subscribers worldwide;

(g) During the reporting period, UNifeed collaborated with peacekeeping missions to produce and distribute more than 250 stories;

(h) United Nations Radio, working in eight languages, produced more than 120 stories on peacekeeping, including a special focus on protecting women and civilians from violence.

5. In 2010, the Department conducted communications assessment missions to three peacekeeping missions, the United Nations Mission in the Sudan, the African Union-United Nations Hybrid Operation in Darfur and the United Nations Integrated Mission in Timor-Leste, which were used to improve strategic communications by the missions. Department staff were loaned to lead and bolster the communications work of the United Nations Assistance Mission in Afghanistan over several months.

6. *Women and peacekeeping.* The Department worked with United Nations system partners to produce communications materials around the tenth anniversary of Security Council resolution 1325 (2000) on women and peace and security at the end of October, including a media backgrounder and guidance for United Nations officials speaking to the media and other partners.

7. The Department provided communications support for the Global Open Days on Women, Peace and Security. It developed press materials and arranged a press conference around the Open Day event held on 21 October at United Nations Headquarters. The Department also worked with the Department of Peacekeeping Operations to develop the first-ever gender section of the United Nations peacekeeping site, which was launched to coincide with the tenth anniversary of Security Council resolution 1325 (2000).

8. *International Day of Peace.* In observance of the International Day of Peace, the Department linked the 2010 theme with that of the International Year of Youth in the slogan "Peace for youth and development". The Department sought stories from around the world on what youth were doing for peace, which were published on a dedicated website, with examples from all regions of the world. An International Day of Peace Facebook page attracted nearly 5,000 fans.

9. Worldwide press coverage included 856 media articles, including from Algeria, Australia, Chad, Somalia, Trinidad and Tobago and Uzbekistan. All major international news wire organizations covered Peace Day activities in various regions including Agence France-Presse, the Associated Press, Reuters, Kyodo News Agency and Xinhua. Television coverage included programmes by local broadcast corporations from Armenia, Cyprus and Turkey, in addition to a live stream from PeaceDayTV.

10. *Election monitoring.* The Department worked with missions on the ground and with the Department of Political Affairs, the Department of Peacekeeping Operations, the Department of Field Support and the United Nations Development Programme (UNDP) to produce special communications plans ahead of elections in Afghanistan, Côte d'Ivoire, Haiti and the Sudan. It also issued guidance with background on the elections process in those countries.

11. In connection with the 29 November election in Côte d'Ivoire, the Department provided communications support to the United Nations Operation in Côte d'Ivoire (UNOCI), which itself became a target of direct attacks and a hostile media campaign. The Department provided the mission with the guidelines for crisis communications management and, working with the Department of Peacekeeping Operations, established a dedicated web page on the United Nations home page to cover the unfolding developments. This service in English and French was especially important at the time when the UNOCI-hosted local mission website, maintained in French only, experienced technical difficulties and was intermittently shut down.

12. *United Nations Stabilization Mission in Haiti.* Following the outbreak of the cholera epidemic in Haiti in October 2010, the Department supported the Office of the Spokesperson for the Secretary-General and the Department of Peacekeeping Operations in the organization of videoconference briefings with the United Nations Stabilization Mission in Haiti (MINUSTAH). The Department also provided regular guidance notes on the situation in Haiti to United Nations field offices, issued fact sheets for the Department of Peacekeeping Operations, and kept the MINUSTAH website "live" by creating a dedicated page covering the cholera epidemic.

13. *International Day against Nuclear Tests.* The Department, working with the Department of Peacekeeping Operations and the Permanent Mission of Kazakhstan to the United Nations, promoted the first-ever International Day against Nuclear Tests, on 9 September. It produced information tools, including a dedicated website in the six United Nations official languages, a joint Kazakhstan/Japan exhibit at United Nations Headquarters, a documentary on the history of nuclear tests and a visual identity for the Day.

14. *Counter-terrorism.* In cooperation with the Counter-Terrorism Implementation Task Force and as part of continued efforts to increase awareness of the United Nations Global Counter-Terrorism Strategy, the Department updated key documents for the United Nations Counter-Terrorism website and coordinated with the relevant offices to ensure their translation into all official languages.

15. The Department also assisted with the preparation of press kits for a Department of Political Affairs/Task Force press conference held on 7 September to launch the second review of the United Nations Global Counter-Terrorism Strategy. The Department of Public Information produced a weekly compilation of counter-

terrorism related news disseminated to relevant entities of the Task Force and posted to the Integrated Assistance for Countering Terrorism (I-ACT) Internet-based information-sharing platform.

## B. Ending violence against women

16. The Department promoted the Secretary-General's UNiTE to End Violence against Women campaign, working with the UNiTE Campaign secretariat and United Nations system partners. During the reporting period, the Department was involved in the planning and promotion of the International Day for the Elimination of Violence against Women, under the theme "Leadership of corporate sector in empowering women and ending violence against women and girls", and the activities around the 16 Days of Activism against Gender Violence. The activities of the Department included the following:

(a) New press and campaign materials, developed by the Department, were picked up prominently in the media coverage, including in the headline of an Associated Press article;

(b) The Department developed 16 tweets for 16 days, which were used on the United Nations Twitter account, along with 16 Facebook updates for 16 days;

(c) The Department also worked with United Nations peacekeeping radio stations to produce public service announcements on the issue of sexual violence — for broadcast during the 16 days — including recorded messages in English and French by the Secretary-General, the Executive Director of UN-Women, the United Nations High Commissioner for Human Rights and the Special Representative of the Secretary-General on Sexual Violence in Conflict. Leading local figures also contributed to the public service announcements, which were aired by United Nations stations in the Democratic Republic of the Congo, Côte d'Ivoire, Haiti, Liberia and Southern Sudan, and also in Australia, South Africa and several other countries in Europe and Latin America.

## C. Millennium Development Goals

17. To build momentum for the Millennium Development Goals Summit (High-level Plenary Meeting of the General Assembly, 20-22 September), the Department worked as chair of the Communications Group Task Force on the Millennium Development Goals — comprised of some 30 United Nations partners — to coordinate the development and implementation of a joint communications strategy for a system-wide campaign.

18. As part of the campaign, the Department, working with United Nations system partners:

(a) Organized the launch of the *MDG Gap Task Force Report 2010*[2] in September by the Secretary-General;

[2] *Millennium Development Goal 8: The Global Partnership for Development at a Critical Juncture, MDG Gap Task Force Report 2010*, United Nations publication, Sales No. E.10.I.12.

(b) Created and continuously updated a website, in six languages, dedicated to the Millennium Development Goals Summit, featuring news and background information, statements and live webcasts, attracting more than 150,000 visits during the week of the Summit;

(c) Produced a press kit for the Millennium Development Goals Summit, printed in English and French, and online in six languages;

(d) Showcased success stories — both in video and text format — on the Summit website as well as in print products;

(e) Engaged the 33 "Millennium Development Goals champions" from sports and the arts — all of whom are United Nations Goodwill Ambassadors or Messengers of Peace — in a social media campaign;

(f) Supported the Secretary-General's Millennium Development Goals Advocacy Group by arranging for video messages to be taped and promoted online and facilitating media interviews for Group members in New York and in their home countries, through United Nations information centres, UNDP and other partners.

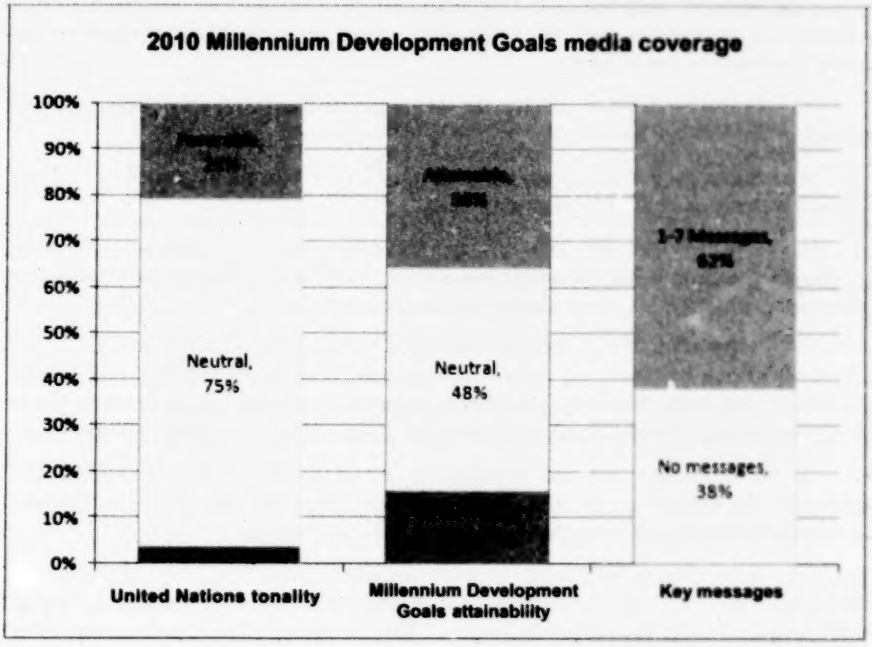
19. To build support for the Millennium Development Goals among broader audiences, especially youth, the Department, often using broadcast, online and social media tools, undertook the following special initiatives:

(a) It facilitated broadcast programmes, including a BBC World Debate on the Millennium Development Goals (with the United Nations Millennium Campaign in the lead); a Public Broadcasting Service "This Is America" panel talk show on the Goals; Al-Jazeera interviews with the Millennium Development Goals Advocates; and a special on-site programming by the United States-based National Public Radio;

(b) It maintained Facebook and Twitter accounts on the Millennium Development Goals, using the agreed "We Can End Poverty" tagline, reaching more than 10,000 followers on Twitter and more than 8,000 fans on Facebook. Over 200,000 were reached through additional United Nations system social media accounts.

20. The Department also worked closely with the Secretary-General's office to inform media of the launch of the Global Strategy for Women's and Children's Health and the $40 billion in pledges for the initiative, which made international headlines during the Millennium Development Goals Summit. In cooperation with United Nations system partners, the Department also compiled the main commitments made by Member States, United Nations system entities, philanthropic foundations and the private sector during the plenaries, round tables and side events, and issued the highlights in a comprehensive press release on the last day of the event.

**Media coverage of the Millennium Development Goals Summit**




21. The Summit drew strong and widespread media interest and triggered headlines in major outlets across the globe, including *The New York Times*, *The Washington Post*, *The Guardian*, the *Financial Times*, the BBC, *Le Monde* and all major wire services. An analysis of a sample of 2,877 articles — from the total of 28,000 found by an electronic media monitoring service from 17 to 24 September — showed largely positive views of the United Nations (21 per cent favourable; 75 per cent neutral; 4 per cent negative), wide pick-up of key United Nations messages (62 per cent of coverage included at least one message) and a strong sense of achievability of the Goals (36 per cent of coverage viewed the Goals as attainable, and only 16 per cent presented them as unattainable).

22. *Stand Up campaign for the Millennium Development Goals.* The Department played a major role in mobilizing millions of people to "stand up" against poverty and for the Millennium Development Goals on the weekend before the September Summit. Building on their outstanding success in 2009, United Nations information centres played a key part in supporting the 2010 "Stand Up, Make a Noise for the Millennium Development Goals" action led by the United Nations Millennium Campaign, by organizing, promoting or facilitating events, often collaborating with Government offices or civil society groups. The initiative mobilized millions of citizens gathered at over 2,000 events in 74 countries to literally "stand up" over a three-day period (17-19 September 2010). Some highlights include:

(a) The United Nations Information Centre in Cairo collaborated with the Ministry of Religious Endowment, and Imams were invited to preach in more than 50,000 mosques about poverty during Friday sermons. On Sunday, masses in churches across Egypt were also dedicated to the Stand Up campaign. An estimated

30 million people (40 per cent of the Egyptian population) participated in the Stand Up events;

(b) The United Nations Information Centre in Bogotá organized Stand Up events at several soccer matches, spurring participation by more than 60,000 people;

(c) The United Nations Information Centre in Islamabad mobilized and supported non-governmental organizations, youth groups and students to organize Stand Up activities with more than 25,000 people in 17 cities, districts and villages across the country;

(d) The United Nations Information Centre in Tehran worked with the Football Federation of the Islamic Republic of Iran to hold a Stand Up event before a match between two popular soccer teams at the Azadi Stadium, involving 15,000 fans.

23. The aim of the Stand Up action in 2010 was to convey a strong message from citizens to world leaders just before the Millennium Development Goals Summit. Feedback from the field indicates that increased involvement of high-level Government officials in the events allowed the main message to reach many world leaders. The campaign also received broad media coverage, particularly in countries where senior Government and religious leaders participated in the activities. Some events, especially those relating to sports, were covered live on national television.

## D. Climate change and sustainable development

24. As chair of the United Nations Communications Group Task Force on Climate Change, the Department regularly brought together some 20 United Nations partners to discuss a common strategy, develop joint communications products and coordinate messaging and activities, including for the Sixteenth Session of the Conference of Parties to the United Nations Framework Convention on Climate Change, held in Cancún, Mexico, from 29 November to 10 December 2010.

25. The Department worked closely with the Secretary-General's Climate Change Support Team, including for the launch of the High-level Panel on Global Sustainability, in August, and the report of the High-level Advisory Group on Climate Change Financing, in November. For both groups, the Department created a web page (www.un.org/en/gsp and www.un.org/climatechange/agf) and promoted the launches by organizing press briefings, issuing press releases and using social media tools.

26. The Department also worked with the Climate Change Support Team and the Intergovernmental Panel on Climate Change to organize and launch the InterAcademy Council review of the Panel's working processes and procedures, in August. Throughout the year, the Department collaborated with the Panel to strengthen communications on climate science.

27. *The Climate Change Conference in Cancún.* The Department worked closely with the Framework Convention in support of climate negotiations throughout the year. The United Nations Information Centre in Mexico organized a workshop in Mexico City in October that brought together journalists from Latin America to focus on the issues that would dominate the United Nations Climate Change Conference in Cancún.

28. During the Cancún Conference, the Department played a leading role in promoting the event through United Nations Radio broadcasts, UN News Centre stories, and original daily reporting posted on the "Gateway to the United Nations System's Work on Climate Change" website (www.un.org/climatechange). Together with the United Nations Communications Group Task Force, the Department organized a side event on education and awareness-raising in Cancún and helped to promote a United Nations system special event with the Secretary-General.

29. Media reactions to the conclusion of the United Nations Climate Change Conference — including by major international outlets such as *The New York Times*, *The Washington Post*, the *Financial Times*, *The Economist*, *The Guardian*, *Time* magazine, Reuters and AFP — reflected a sense of renewed hope in multilateral diplomacy on climate issues, with the Cancún Conference as an important step in the right direction. There was widespread pick-up of statements by United Nations officials, including the Secretary-General's assessment of the agreement.

30. *Rio+20.* Twenty years after the Earth Summit, the United Nations Conference on Sustainable Development, to be held in Rio de Janeiro, Brazil, in May 2012, is an opportunity for a system-wide collaborative public awareness effort that not only promotes the Conference, but also informs the public about sustainable development. To pursue an effective communications campaign on Rio+20, the Department, in consultation with Conference Secretary-General Sha Zukang, has convened a task force that will develop and implement a system-wide communications strategy for the conference, including common key messages; coordinate media events and public awareness-raising activities; and facilitate the development of joint or shared information products, in print, online and multimedia formats.

## E. International Year of Youth

31. Working with the Department of Economic and Social Affairs and an inter-agency network, the Department of Public Information provided communications support and produced communications materials — featuring a logo with the slogan "Our Year, Our Voice" — and other tools, including a video public service announcement.

32. United Nations information centres mobilized to promote the Year globally, including the following activities:

(a) The United Nations Information Centre in Beirut partnered with the Beirut Marathon Association to promote the Year. Staff wearing T-shirts and caps with the United Nations emblem and the Youth Year logo joined thousands of runners, together with senior Lebanese officials, in a 10-kilometre race;

(b) The United Nations Regional Information Centre in Brussels partnered with the European Youth Forum and other United Nations agencies to launch the year with a press conference and a picnic in the central park of Brussels, which attracted some 300 young people;

(c) The United Nations Information Service in Geneva organized a soccer match in partnership with other United Nations offices there, to mark the International Day of Peace, the start of the International Year of Youth and the Stand Up against Poverty campaign;

(d) The United Nations Information Centre in Moscow partnered with the Foundation for Internet Development to hold a video competition and screening as well as poster exhibition on the theme of "Safe Internet for children";

(e) The United Nations Office in Tashkent, in collaboration with the United Nations Population Fund and the youth organization "Kelajak Ovozi" (The Future Voice), launched the Youth Year by organizing an award ceremony for winners in different youth-related categories.

33. In November, the Department organized a press conference at which United States actress Monique Coleman was appointed as a United Nations Youth Champion. Information centres are being mobilized to support a world tour Ms. Coleman is undertaking to impact youth across the globe.

## F. Follow-up to the World Summit on the Information Society

34. The Department has continued to promote the implementation of the conclusions of the World Summit on the Information Society by helping to promote the Global Alliance for Information and Communications Technologies and Development. The Department also provided support to the fifth annual meeting of the Internet Governance Forum, held in Vilnius, from 14 to 17 September 2010.

## G. Question of Palestine

35. As part of its special information programme on the question of Palestine, the Department, in cooperation with the Government of Portugal, organized the eighteenth International Media Seminar on Peace in the Middle East, held in Lisbon on 22 and 23 July 2010. The Seminar focused on the role of the media, particularly new media, in advancing the Middle East peace process. The Seminar involved over 100 participants — 29 of them Israelis and Palestinians — including current and former policymakers, Government officials, civil society representatives and academics, in addition to journalists.

36. In order to strengthen the skills and capacity of young Palestinian journalists and expose them to the work of the United Nations, especially its various activities and programmes affecting the lives of the people in their region, a five-week training programme for Palestinian media practitioners was conducted from 8 November to 10 December 2010. Eight Palestinian journalists, including six women, participated. Week-long trips to Washington, D.C., and Geneva were organized, which included visits to media organizations and meetings with key officials. The Department produced a feature short film about the programme, which will be used to promote the programme. In a survey conducted at the end of the programme, most participants indicated their overall satisfaction.

37. In commemoration of the International Day of Solidarity with the Palestinian People, which was observed on 29 November 2010, the Department undertook several activities, including the display of the permanent exhibit on the question of Palestine during the meetings at United Nations Headquarters.

## H. Decolonization

38. In commemoration of the fiftieth anniversary of the Declaration on the Granting of Independence to Colonial Countries and Peoples, the Department provided communications support to the Decolonization Unit of the Department of Political Affairs in order to promote the special event that took place in the General Assembly Hall on 14 December 2010. In that connection, the Department produced 300 press kits and a compilation of historical footage of General Assembly sessions on decolonization dating back to the 1960s.

## I. Human rights

39. To recognize the work of human rights defenders who act to end discrimination, the Department's network of information centres undertook close to 30 events for Human Rights Day 2010, ranging from radio programmes for students in Slovakia to public debates in Egypt and exhibits in Madagascar. In support of the Office of the United Nations High Commissioner for Human Rights "Speak Up, Stop Discrimination" campaign, the Department facilitated obtaining the rights to the use of the Bob Marley song *Get Up, Stand Up* for the year-long campaign and initiated discussions for the performance of the song by his son, Ky-Mani Marley, at the main event at United Nations Headquarters.

40. The Department extensively used its Twitter account to promote press conferences and reports of the special rapporteurs on human rights issues presenting to the Third Committee of the General Assembly in October, with two to three messages posted each day over two weeks. Twitter was also utilized as a promotional tool, with nine tweets on human rights from the United Nations account (www.twitter.com/un) in the lead up to Human Rights Day 2010. On average, every tweet received 460 clicks, or seven times the average number of clicks per tweet. Furthermore, every tweet received about 60 retweets or twice the average retweet rate.

## J. Outreach programme on the Rwanda genocide and the United Nations

41. A new publication entitled "Tugire Ubumwe, Let's Unite!", produced by the Department, is aimed at youth and teaches lessons of ethnic tolerance and reconciliation, using the situation of Rwanda as an example. The publication, which will be officially launched in April 2011, will be used for educational purposes in line with the mandate to "mobilize civil society for Rwanda genocide victim remembrance and education in order to help prevent future acts of genocide".

42. The "Lessons from Rwanda" exhibit continued to be in popular demand in 2010, with showings in Burundi, Colombia, Madagascar, Mexico, Morocco and Zambia, as well as three showings throughout India, facilitated by the United Nations Information Centre in New Delhi, including one in the north-eastern region of Assam. Within Rwanda, the exhibit was shown at six locations (four universities, a demobilization and reintegration centre and the Nkumba Peace and Reconciliation Centre) as part of the programme's partnership with the Information Officer of the International Criminal Tribunal for Rwanda in Kigali. It is estimated that close to

9,000 students, ex-combatants and community leaders visited the exhibits in Rwanda.

## K. New Partnership for Africa's Development

43. The Department continued to strengthen and expand its advocacy activities on Africa, focusing global attention to the issues critical to the continent's development by promoting the aims of the NEPAD Planning and Coordinating Agency and publicizing its achievements. In doing this, the Department worked in close collaboration with the Office of the Special Adviser on Africa and the Economic Commission for Africa. Examples of these activities included the following:

(a) In September, the Department organized a press briefing in New York for the Chief Executive Officer of the NEPAD secretariat, as well as the launch of two reports of the Office of the Special Adviser on Africa, entitled "Africa's cooperation with new and emerging development partners" and "2010 mutual review of development effectiveness in Africa", issued in conjunction with the Economic Commission for Africa and the Organization for Economic Cooperation and Development;

(b) In June 2010, the Department participated in a brainstorming workshop in Dakar, organized by the Regional Coordination Mechanism for Africa, to identify ways of raising public awareness of NEPAD activities. In November 2010, the Department participated in the annual meeting of the Mechanism in Addis Ababa.

44. The Department's quarterly magazine, *Africa Renewal* (www.un.org/Africarenewal), continued to provide the basis for much of the Department's work in promoting NEPAD. Starting with the August 2010 issue, the magazine was redesigned for a more contemporary look. Among the major articles published were an interview with the Secretary-General's Special Adviser on Africa, several on the Millennium Development Goals and a series on peace and security issues in Africa. Articles were also disseminated in the following ways:

(a) Between July 2010 and December 2010, short feature stories in *Africa Renewal* were published 157 times in 90 different media in 37 countries in Africa and around the world. The article entitled "Africa's uphill climb to the MDGs" was the most popular, published 48 times. Between July and December 2010, the most viewed articles on *Africa Renewal Online* — which features an electronic version of the magazine as well as additional material on Africa from the United Nations system — were "Famine spreads across Africa" (9,323 page views), "Sexual violence, an invisible war crime" (7,775 page views) and "Seeking peace with justice in Uganda" (6,538 page views).

(b) The number of visitors to *Africa Renewal Online* grew from an average of 30,000 visitors per month in July 2010 to about 40,000 per month in December 2010. The Department continues to expand its social media activities for *Africa Renewal*, and created Flickr and YouTube accounts where photos and videos are re-posted and shared. The Department also started, in November 2010, an e-newsletter, which provides a brief overview of new content on *Africa Renewal Online*.

***Africa Renewal Online*: number of visitors and page views**

| *Period in 2010* | *Number of visitors* | *Number of page views* |
|---|---|---|
| July | 23 766 | 32 573 |
| August | 28 934 | 40 450 |
| September | 37 276 | 51 021 |
| October | 47 797 | 64 039 |
| November | 52 061 | 68 198 |
| December | 40 014 | 53 637 |

## III. A culture of evaluation

45. As part of its commitment to a culture of evaluation, the Department has continued its ongoing efforts to evaluate programme outcomes by soliciting input from target audiences and systematically assessing media coverage of United Nations activities. These assessments help programme managers to continuously improve their communications campaigns, activities and programmes. In order to fully capture the impact of communications programmes, the Department tracks and analyses long-term trends in user feedback and media coverage.

46. The analysis of media coverage on the Millennium Development Goals has shown that a decade after its creation, the term "Millennium Development Goals" has been fully recognized and incorporated by the global media. This is a clear change from the situation five years ago, when the Millennium Development Goals "brand" was widely considered too complex to be a useful communications tool.

47. These and other lessons learned gained through programme evaluation have been used to shape communications strategies and to improve activities. In addition to using survey data, content analysis and other well-established data-collection methods, the Department aims to continuously improve its analysis tools and adapt to a changing communications field. For example, in the coming months, the Department will seek the input of industry experts in order to ensure it has the best possible tracking tools in place to measure the effectiveness of new media campaigns.

# Part Two: The network of United Nations information centres

## I. Background

1. The global network of United Nations information centres — which comprises 57 United Nations information centres, 2 information services, 1 regional information centre and 8 information components of United Nations offices — continued to disseminate information on the work of the United Nations worldwide and to act as the "public face and voice" of the Organization in the locations they serve. They adapted the overall United Nations communications priorities into local communications strategies aimed at local audiences in local languages.

## II. Engaging local audiences worldwide

### A. Communicating in local languages

2. At present, United Nations information centres have the capacity to work in 48 languages, including the 6 official languages, 37 non-official national languages and 5 indigenous languages, truly epitomizing the multilingualism of the United Nations. To date, the information centres have produced information material on the United Nations in over 150 languages. They also maintain websites in 29 languages. Activities undertaken by United Nations information centres include the following:

(a) The United Nations Regional Information Centre in Brussels alone maintains websites in 13 languages. In addition, the Centre publishes its monthly magazines and newsletters in English, French, German and Portuguese. Supported by a generous contribution from the Government of Portugal, the regional centre's Portuguese Desk routinely translates the Secretary-General's messages and other important information materials into Portuguese and shares them with other United Nations offices in Portuguese-speaking countries in Africa, Asia and Latin America;

(b) The United Nations Information Service in Vienna maintains its website in five languages: English, German, Hungarian, Slovak and Slovenian. Local language information materials produced by the Service included the Hungarian, Slovak and Slovenian language versions of the brochure entitled "30 Ways the United Nations in Vienna Makes a Difference";

(c) The United Nations Information Centre in Rio de Janeiro has also made a special effort to provide more information in Portuguese for the world's growing Portuguese-speaking community. In November 2010, the Centre launched a new website in Portuguese dedicated to Haiti, with background information on the activities of the United Nations Assistance Mission in Haiti and the United Nations system in Haiti, the humanitarian situation in the country and the work of Brazilians serving there, along with news on the latest developments.

3. *International Day of Nowruz*. The Day was celebrated by five United Nations information centres in Asia and Europe — Ankara, Baku, Brussels, Tehran and Warsaw — helping to raise awareness of the spring festival of Persian origin by disseminating the Secretary-General's message in the Azeri, Greek, Persian, Polish, and Turkish languages.

### B. The United Nations Information Centre in Luanda: an information centre for Lusophone countries in Africa

4. The establishment of the United Nations Information Centre in Luanda will further strengthen the ability of the United Nations to engage Portuguese-speaking audiences throughout Africa. In this connection, representatives of the Department and of the United Nations Development Programme Country Office in Angola have had further discussions with officials from the Government of Angola with regard to the establishment of the centre, including the preparation of a host country agreement. Some of the initial steps involved in the creation of this office have now been addressed, including the classification of posts and the allocation of funds by the Government of Angola for the construction of premises for the new centre. It is hoped that construction can be completed and the centre can be operational by the end of the year.

### C. Expanding United Nations information centre outreach

5. The Department recognizes that United Nations information centre outreach activities do not extend to all Member States. It is exploring how it might extend coverage to some which could be considered within the responsibilities of nearby offices. However, without the financial support that would be needed to cover additional posts, translation and printing in additional languages or travel to the countries concerned, the limited resources at the Department's disposal, both for the current biennium as well as what is anticipated for the next, preclude any meaningful improvement in this regard.

## III. Placement of op-eds by United Nations information centres

6. United Nations information centres continued to reach local audiences through media outlets, arranging placement of op-eds by the Secretary-General and other senior officials. For example, the Secretary-General's op-ed entitled "Standing at Ground Zero" was placed in 23 media outlets in 19 countries, and his op-ed entitled "Don't wait for disaster" was placed in 27 media outlets in 25 countries.

## IV. Local radio and television broadcasts

7. The United Nations Information Centre in Buenos Aires was instrumental in having the Radio Nacional de Argentina (the State-owned national radio) broadcast United Nations news programmes in Spanish produced by United Nations Radio on a daily basis. The programme, issued as part of "Panorama Nacional de Noticias" (National News Overview), is broadcast through Argentina's National Radio AM band station and its 37 local channels countrywide. The programmes "Cardinal Points" and "Women in the World" are also aired by Argentina's National Radio every Sunday morning under the title "United Nations Reports".

8. The United Nations Information Centre in Ouagadougou, in connection with the celebration of United Nations Day, arranged a 30-minute television programme in which the video of the song *8 Goals for Africa* and three "UN in Action" programmes about United Nations activities in the areas of peace, development and

human rights were inserted in the programme aired by the national broadcaster, with an audience of approximately 14 million people.

## V. Innovative outreach at the local level and beyond

9. To bring information about the priority concerns of the United Nations closer to the people served by the Organization, many information centres engaged a range of partners and developed innovative programmes. Examples of these include the following:

(a) The United Nations Regional Information Centre in Brussels, in cooperation with the presidency of the European Union, organized a Europe-wide advertisement competition entitled "Unleash your creativity against poverty" as part of the Europe-wide campaign to promote the Millennium Development Goals. Over 2,000 entries from 34 countries were submitted and the winner was given the Spanish Presidency award by Queen Sofia of Spain at a ceremony in Madrid in September 2010;

(b) The United Nations Information Centre in Mexico City, working with the secretariat of the United Nations Framework Convention on Climate Change, organized a workshop from 19 to 21 October for journalists from Latin America and the Caribbean in preparation for the United Nations Climate Change Conference, held later in the year in Cancún. The workshop was attended by 50 representatives of key media in the region;

(c) The United Nations Information Centre in Pretoria initiated a region-wide 2010 Human Rights Day video project involving the 16 United Nations information centres in sub-Saharan Africa. The centres were asked to interview and film human rights defenders focusing on the theme "Human rights defenders who act to end discrimination". The information centre in Pretoria compiled the submissions into five-minute video clips, which were placed on the websites of the information centres in Africa and distributed to other information centres and the United Nations human rights offices around the world;

(d) The United Nations Information Centre in Tokyo organizes weekly workshops on themes relating to United Nations information and documentation. Among the five types of workshops offered, one covers general United Nations information and documentation, while others focus on the Security Council, human rights, United Nations statistics, and Model United Nations programmes;

(e) The United Nations Information Service in Vienna, in December 2010, hosted an experimental "E-Lecture" organized by the United Nations Office on Drugs and Crime in cooperation with the University of Vienna on the theme "Sport, violence and crime prevention", which was streamed live to universities around the world. Participants, ranging from Australia and Japan to Lithuania and Spain, were connected through the central E-Portal.

# VI. From "United Nations Day" to "United Nations Week" — UN4U outreach

10. Many United Nations information centres have begun to organize United Nations Week, extending the observance of United Nations Day into one whole week in order to work more extensively with the United Nations country teams, Government ministries, non-governmental organizations, academic institutions and other civil society actors. In 2010, 26 information centres organized United Nations Week, reaching over 85,000 students. Activities undertaken in this regard include the following:

(a) The United Nations Information Centre in Tripoli, in collaboration with the United Nations country team, organized a full week of activities to celebrate 60 years of United Nations cooperation with the Libyan Arab Jamahiriya. The activities included a press conference, an "open house", an exhibit and a drawing competition for students;

(b) The United Nations Information Centre in Panama City launched United Nations Week with a flag-raising ceremony, followed by activities such as an "open house" with presentations, film screenings and an exhibition of information materials on the United Nations, human rights, the Millennium Development Goals and youth, as well as games and a Model United Nations programme;

(c) The United Nations Office in Yerevan, together with the United Nations Communications Group and other partners, organized activities for an entire week ranging from lectures, paintings on peace by children, a concert, and a Model United Nations programme, to the visit of the President of the Republic to the United Nations House. Prominent Armenian artists and singers also performed at a concert dedicated to United Nations Day at the National Theatre;

(d) The United Nations Information Centre in Harare, together with members of the United Nations country team, visited 38 primary and secondary schools located in 7 of the country's 10 provinces, reaching about 19,000 students. Their presentations were made in English and the local Shona and Ndebele languages. The information centre held a training session for United Nations country team officials on various issues, including frequently asked questions, and how to address them.

11. The United Nations Information Centre in Jakarta coordinated the first ever UN4U outreach campaign there in October 2010. The campaign involved the Resident Coordinator and other senior officials of the United Nations country team, who gave lectures and presentations to students and faculty members from dozens of academic institutions at nine different venues, reaching 3,800 participants. The information centre conducted a survey among approximately 1,000 participants, which clearly showed a marked improvement in their understanding about the work of the United Nations as a result of these programmes.

# VII. Expanding the use of new information and communication technologies

## A. United Nations information centre websites

12. All United Nations information centres have their own dedicated websites, some of which are supported by the webmasters at centres providing regional support. In 2010, approximately 7 million visits and over 33 million page views were recorded on the centres' websites. The website of the United Nations Information Service in Vienna topped all with 9.7 million page views, followed by those of the centres in Mexico City with 7.7 million page views, Brussels with 5.3 million page views, Warsaw with 2.2 million page views and Bogota with 2.1 million page views. While technical glitches affected some of the websites in 2010, these websites continue to be an important source of information on the United Nations.

13. The United Nations information centres web page, hosted on the United Nations website and available in all six official languages, remains a convenient gateway to all the websites of the information centres. It also provides detailed contact information and highlights activities of the information centres with blog stories and photos. In 2010, it registered approximately 650,000 page views in all languages.

## B. Social networking tools and short message service campaigns

14. The use of the social networking tools such as Facebook, Twitter, YouTube and Flickr by United Nations information centres continues to expand, reflecting the wider use of these tools by the public at large and younger audiences, in particular. They use not only the official languages of the Organization but also Czech, German, Japanese, Polish, Portuguese, Romanian, Slovakian and Slovenian.

**United Nations information centres with Facebook, Flickr, SMS, Twitter and YouTube, as of December 2010**

| | |
|---|---|
| **Facebook** (22) | Baku, Bogotá, Brussels, Bucharest, Buenos Aires, Cairo, Dar es Salaam, Jakarta, La Paz, Lima, Manila, Mexico City, New Delhi, Prague, Pretoria, Rio de Janeiro, Tokyo, Tunis, Vienna, Warsaw, Washington, D.C., and Yerevan |
| **Flickr** (2) | Bogotá, Colombo |
| **SMS** (1) | Manama |
| **Twitter** (16) | Bogotá, Brussels, Canberra, Colombo, Jakarta, La Paz, Mexico City, New Delhi, Rio de Janeiro, Tehran, Tokyo, Tunis, Vienna, Washington, D.C., Warsaw and Yerevan |
| **YouTube** (12) | Bogotá, Jakarta, Kathmandu, La Paz, Lima, Mexico City, Prague, Pretoria, Rio de Janeiro, Tokyo, Washington, D.C., and Yerevan |

15. The United Nations Information Centre in Manama finalized an important arrangement with BATELCO, the leading phone company in Bahrain, allowing the centre to run an SMS (short message service) account free of charge. This offers an opportunity for the centre to send short texts containing excerpts of the Secretary-General's messages on international days to the mobile phones of several hundred thousand clients in the region and worldwide. The information centre used this new tool for the first time on United Nations Day 2010, sending a message in Arabic and English along with the United Nations web link to the BATELCO clients and others in the Gulf region and beyond.

## VIII. Strengthening communications training and support

16. *Communications workshop in Cairo.* As part of the Department's continuing efforts to enhance the communications skills of the staff members of the United Nations information centres, a communications workshop for the Arab region took place in Cairo at the start of December 2010. It focused on practical skills and tools to deal strategically with the media, to build credibility and visibility for the Organization on a particular issue, to tailor messages to specific situations and deliver them effectively, to take advantage of the possibilities offered by social media; and to devise and implement communications strategies.

17. *Online distance training.* In an effort to assist United Nations information staff away from Headquarters in improving their web-writing skills, the Department once again worked with the Language and Communications Programme of the Office of Human Resources Management to organize an eight-session long-distance learning course called "Writing for the Web", which was conducted through the online collaboration tool WebEx. While the first pilot course in May-June 2010 involved 10 staff members of United Nations information centres, the second course in September-November 2010 was also opened to staff members in field missions. The Department will continue to explore the use of WebEx for conducting distance training and meetings and providing remote technical support for information centres.

## IX. Ongoing challenges

18. Many United Nations information centres are in dire need of funding for maintenance and refurbishment of premises. With related costs such as rent, utilities, security and other charges increasing annually, fewer resources have been available for regular upkeep.

19. Bearing in mind such considerations, together with the goal of achieving greater coherence and delivering as one at the country level, the Department has been moving in the direction of having information centres share premises with other members of the United Nations country team, wherever feasible. While this has sometimes been by choice, on other occasions, it has been out of necessity.

20. Since the beginning of 2010, four United Nations information centres have relocated to joint premises (three as a result of security demands), while a fifth centre sublets part of its premises to a United Nations agency. This trend is expected to continue; where sharing premises is not an option, either owing to cost or lack of

space, the Department is exploring the possibility of reducing the physical space of the information centres as a means of curbing the associated costs. It is worth pointing out, however, that relocations and reductions in space are costly in the short term owing to the related fit-out and construction costs. Security requirements, in particular, pose an increasingly heavy burden, both with regard to non-recurrent installation costs and to ongoing charges for guarding, monitoring and communications.

## Conclusions

In the past year, the Department of Public Information has made important advances. By prioritizing its thematic campaigns and enhancing its cooperation with United Nations system partners, the Department has been able to deliver its messages to its targeted audiences in the most cost-effective manner. A contributing factor to its success has been the effective use of complementary information and communications technologies, especially such social media tools as Facebook, YouTube, Twitter and Flickr. In the future, the use of social media will expand. However, using these tools effectively demands round-the-clock attention with dedicated staffing. As more and more campaigns make use of social media platforms, the Department will need to devote resources to collecting statistics and metrics in order to be able to analyse the impact of these tools. Another challenge will be to expand the reach of these tools in as many languages as possible.

The Department's ability to integrate the network of United Nations information centres in its promotional campaigns has also contributed to its growing success. The information centres have demonstrated that they play a valuable and effective role, working strategically with partners from both within and outside the United Nations system, to inform members of the public in their own languages about the work being done by the United Nations around the world. To this end, the Department will continue to improve the centres' capacity to play that role — involving them in the development of communications strategies and providing them with guidance and information material on priority issues, channelling seed money from other offices to them to help in their communications work on a designated topic, facilitating their relocation into premises shared with the rest of the United Nations country team, arranging for training — either in person or, increasingly, online — to enhance their communications skills, and seeking alternative ways to provide them with equipment upgrades.

United Nations A/AC.198/2011/3

General Assembly

Distr.: General
25 January 2011

Original: English

**Committee on Information**
**Thirty-third session**
25 April-6 May 2011

# Activities of the Department of Public Information: news services

## Report of the Secretary-General

*Summary*

The present report, prepared in response to General Assembly resolution 65/107 B, summarizes the key advances made by the Department of Public Information from July 2010 to February 2011 in promoting the work of the United Nations to the global audience through its news services.

News services, which is one of three subprogrammes of the Department and implemented by its News and Media Division, is responsible for strengthening support for the United Nations by enhancing the quality, format and timeliness of information products on the Organization, and for increasing the geographic range and frequency of use of its products by media outlets and other users.

The activities of the other subprogrammes of the Department — strategic communications services and outreach services — are described in separate reports of the Secretary-General.[1]

[1] A/AC.198/2011/2 and A/AC.198/2011/4 respectively.

11-21592 (E) 170211

Please recycle

# I. Introduction

1. In its resolution 65/107 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-second session and requested the Secretary-General to continue reporting to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called on the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which considers the news and media-related activities of the Department, highlights progress made in the area of radio, television, video, photographic, print and Internet services to media and other users globally. A particular focus of the report is the use of multilingualism on the Department website. The growing use of new media, including YouTube and Facebook, is also highlighted.

4. Unless otherwise indicated, the report covers the activities of the Department for the period July 2010 to February 2011.

# II. News services

## A. Overview

5. Throughout the reporting period, the Department of Public Information continued its efforts to improve the quality and effectiveness of its news and media-related products and services, while seeking new ways of reaching the widest possible audiences in all parts of the world. To this end, the Department maintained a strong emphasis on traditional means of communication, while at the same time capitalizing on the opportunities presented by the expansion of web-based and mobile platforms and the proliferation of social networking sites. As a result, it was able to deliver its products to a growing number of viewers and listeners.

6. The number of pickups of the daily feed of news and feature material provided by the UNifeed distribution system almost doubled compared to the same period in 2009, according to the data compiled by the Teletrax monitoring system. The coverage by Department of Public Information outlets of the earthquake in Haiti and the efforts of the United Nations to deal with the consequences of the tragedy drew particularly strong interest from the public and the media. Efforts by the Department to establish new partnerships, and to build on existing ones — both with the United Nations agencies and field missions providing content, and with the broadcasters and media outlets carrying its materials — helped to sustain the trend of audience growth in the months following the spike triggered by the earthquake.

7. With multilingualism remaining a key goal in all of its activities, the Department continued to encourage other departments and offices to provide content for their segments on the United Nations website in all official languages. Achieving multilingualism was also an important aspect of the work of the Department in new

media: it launched social media initiatives in French and Chinese, and built on its Spanish-language presence.

8. The period under review was marked by ongoing efforts to deal with the challenges posed by the capital master plan, including the dispersal of staff among several buildings and the logistical complexities of providing television and radio coverage and ensuring effective media liaison during a series of high-level events in connection with the opening of the sixty-fifth session of the General Assembly. As part of its activities related to the capital master plan, the Department continued to work on the procurement and planning phase of a new media asset management system, which will enable quicker and more efficient access to United Nations news and media products when the Department returns to the Secretariat building in 2012.

## B. United Nations Radio

9. United Nations Radio has continued to enhance its news services, in the six official languages, plus Portuguese and Kiswahili, by providing news, features and special programmes on United Nations priority issues. Throughout the reporting period, United Nations Radio produced a range of programmes highlighting such topics as the Millennium Development Goals (including a series on gender equality), peacekeeping and the conduct of elections in conflict-affected countries. United Nations Radio also created special programming that commemorated events designated by the United Nations, including Nelson Mandela Day and the International Year of Youth, and focused on the United Nations relief and humanitarian effort in Haiti, with special reports and interviews to mark the one-year anniversary of the earthquake.

10. Highlights of United Nations Radio coverage included:

(a) *The Millennium Development Goals*: the High-level Plenary Meeting on the Millennium Development Goals that preceded the general debate of the General Assembly, including the new drive on improving maternal health;

(b) *Election monitoring*: United Nations efforts in support of elections in several countries, including conflict-affected countries such as Côte d'Ivoire and Haiti;

(c) *Peacekeeping*: developments and activities of United Nations missions in Lebanon, Afghanistan, the Democratic Republic of the Congo, Chad/the Central African Republic, Darfur, the Sudan and Haiti;

(d) *Climate change*: the coverage included extensive reporting of the Conference of the Parties to the Convention on Biological Diversity in Nagoya, Japan, the conference of the United Nations Framework Convention on Climate Change in Cancun, Mexico, among other events, and the new efforts of the Secretary-General on global sustainability;

(e) *The Middle East*: United Nations work related to the situation in the Middle East and the question of Palestine, including the activities of the Quartet and the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), as well as the panels looking into the Gaza flotilla incident;

(f) *Youth*: a range of developments, in particular the events connected to the International Year of Youth;

(g) *Africa*: peace and security issues, the fight against malaria, tuberculosis and HIV/AIDS, and efforts by the World Food Programme and others to deal with hunger and food shortages;

(h) *Disarmament*: the high-level meeting on revitalizing the work of the Conference on Disarmament, held on the sidelines of the General Assembly, the visit of the Secretary-General to Hiroshima and Nagasaki, and his five-point proposal for a world free of nuclear weapons.

11. A major focus of programming continued to be Africa, where several partnerships with broadcasters have been strengthened, including through improved lines of communication and more efficient distribution mechanisms. In response to requests from a number of English-language stations, United Nations Radio is now sending content via e-mail links or MP3 files. This method, which has already been used for transmitting programming in Kiswahili, Spanish and French, has received positive feedback from partner stations.

12. As part of its efforts to enhance its multimedia presentation, United Nations Radio designed and developed new web pages to document progress since the Fourth World Conference on Women in Beijing 15 years ago. These websites include multimedia web 2.0 features and social networking and bookmarking tools and allow users to post comments and participate in discussions. During its coverage of the general debate of the General Assembly, United Nations Radio accompanied its stories with links to video footage of speakers addressing the session.

13. United Nations Radio continues to expand its reach using social media, with positive results:

(a) United Nations Radio has 21,000 social media followers, a growth of nearly 275 per cent over the second half of 2010;

(b) As at the end of 2010, 4.4 per cent of total visits to the English radio website came from social networking sources (up from 1.4 per cent in 2009). This trend was also visible on United Nations Radio web pages in other languages: 7 per cent in Portuguese (up from 2.3 per cent), 5 per cent in French (up from 1 per cent), 5 per cent in Arabic (up from 0.5 per cent), and 21 per cent in Kiswahili (up from 1 per cent).

14. United Nations Radio has also increased the number of its partners: 15 radio stations were added during this period, including ANSA Latina in Brazil, Union Estereo in Colombia, Maarifa FM in the United Republic of Tanzania and Radio 2Fun in Bangladesh.

## C. United Nations Television

15. Responding to the needs of media outlets and audiences around the world, United Nations Television continued to enhance its operations in three main areas: providing live feeds from meetings and other major events at United Nations Headquarters; producing varied news and feature-style programming; and generating video material for the broadest possible use on a growing number of web and mobile platforms.

16. *Live coverage*. Whether it was gavel-to-gavel coverage of the meetings of the Security Council or transmissions from the general debate in the General Assembly, the broadcast-quality live feeds from major events and activities at United Nations Headquarters in New York and the United Nations Office at Geneva remained one of the core services provided by the Department. This programming is also available via the UNifeed distribution platform, as well as United Nations Webcast and such outlets as the United Nations Channel on Time Warner Cable in New York. The ready-to-air coverage was closely monitored and widely used by international broadcasters and television news agencies, including Associated Press Television News (APTN), Reuters and the European Broadcasting Union (EBU).

17. While taking steps to ensure uninterrupted coverage during renovations related to the capital master plan, the Department was actively involved in preparations for the introduction of a new media asset management system. The new system will have an impact on work flows in all key areas of the Department's audio, video and photo operations and lead to a more coherent multimedia approach to delivering content, including live feeds.

18. The Department's feature programming includes a flagship monthly news magazine show, *21st Century*. Transmitted by more than 50 international broadcasters globally, the programme has continued to gain international recognition:

(a) A special feature documentary on the Extraordinary Chambers in the Courts of Cambodia was recently shown at the Asia Society in New York, followed by a panel discussion. Another recent feature on the rape of women during the conflict in Bosnia and Herzegovina has been shown widely at film festivals and other events;

(b) A piece on the plight of Middle Eastern refugees in Greece was shown at the United Nations Association Film Festival at Stanford University.

19. In developing its feature programming, the Department has established co-production and cooperation partnerships with a wide range of United Nations organizations and offices, including the United Nations Population Fund (UNFPA), the United Nations Development Fund for Women (UNIFEM, now part of UN-Women), the United Nations Democracy Fund, the United Nations Children's Fund (UNICEF), the United Nations Development Programme (UNDP), the Office of Legal Affairs, the Department of Peacekeeping Operations, the Department of Political Affairs, the Department of Economic and Social Affairs, the Office of the Coordination of Humanitarian Affairs and the Office of the United Nations High Commissioner for Refugees, as well as the Government of the Netherlands.

20. *UN in Action*. From July 2010 through February 2011, United Nations Television produced 35 instalments of this award-winning series, distributing them to 60 broadcasters in different parts of the world. Among them, CNN International (in English and Spanish) continued to run *UN in Action* pieces as part of its *World View* show, offering global exposure to United Nations Television's programming. The series, which is available in English, French, Russian and Spanish, is often produced in close cooperation with United Nations agencies, funds and peacekeeping missions, incorporating their material into short films that are then distributed to broadcasters.

21. An example of United Nations Television's successful partnership with United Nations system organizations is a series of five *UN in Action* stories focusing on the Millennium Development Goals from the perspective of women. Commissioned by UNIFEM, the series was filmed in Botswana, Cambodia, Colombia, Haiti and Liberia, and released to broadcasters in September 2010 to coincide with the High-level Plenary Meeting on the Millennium Development Goals at United Nations Headquarters in New York.

22. *Year in Review*. Given the traditionally strong interest of media outlets in retrospective stories each December, United Nations Television produced its programme *Year in Review* to highlight the work of the Organization in key areas and the major issues that dominated its agenda in 2010. The programme was distributed to broadcasters and United Nations information offices around the globe.

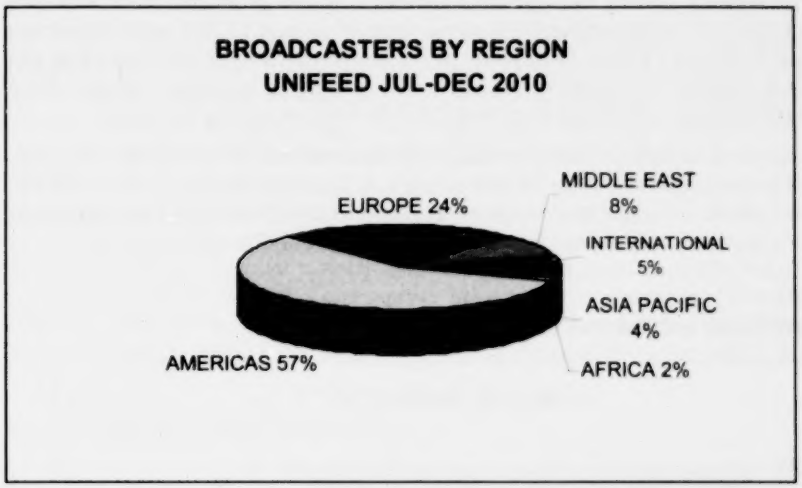
23. *United Nations Television Channel*, a key part of the Department's efforts to reach wider audiences through local cable operators and online television news services, has increased the variety and scope of its programming. The United Nations Channel, which since 2009 can be accessed in the New York metropolitan area on Time Warner Cable, channel 150, shows United Nations Television live broadcasts, as well as feature programmes and material produced by other United Nations entities.

24. *UNifeed*. Entering its fifth year of operation as an inter-agency platform offering breaking news and features from a single distribution point, UNifeed continued to serve hundreds of major broadcasters in all regions of the world. It is transmitted from United Nations Headquarters in New York via satellite six days a week through APTN, reaching more than 1,000 broadcast points globally. Selected stories are also distributed to Thompson-Reuters and Eurovision. As part of this cooperative effort, more than 40 United Nations agencies, funds and programmes, as well as peacekeeping missions and other entities, provide content to the service. From July to December 2010, material produced by United Nations Television, including coverage of conferences and events and exclusive interviews, accounted for some 37 per cent of UNifeed stories.

25. While overall pickup of UNifeed material continued to show steady growth, the period under review witnessed a notable change in regional trends. According to the Teletrax monitoring system, there was a substantial increase in the pickup of UNifeed satellite transmissions by broadcasters in the Americas, particularly in the United States of America. Pickup of UNifeed material by broadcasters in the Americas expanded to 57 per cent of overall use of UNifeed stories in 2010, compared to 3 per cent in 2009. Pickup by United States broadcasters increased significantly following the earthquake in Haiti in January 2010.

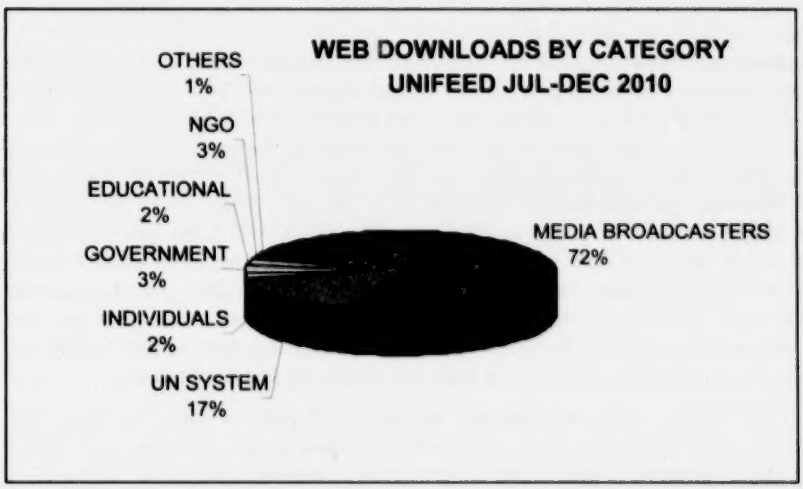
26. National broadcasters in Europe made up 24 per cent of users, while international broadcasters such as China Central Television (CCTV), France 24, Al-Jazeera International, BBC World, BBC Arabic, Voice of America and Russia Today stood at 5 per cent (see figure I below). The United States accounted for the greatest number of broadcasters using UNifeed material; at the same time, Teletrax monitoring showed that outlets in the Middle East, while fewer in number, made use of UNifeed stories with greater frequency. Outlets with the highest pickup rates included the Islamic Republic of Iran's Press TV and Al-Alam, as well as regional channels including Al Arabiyah and Al Hurra.

Figure I
**Pickups of UNifeed by region, July-December 2010**




27. In 2010, UNifeed entered the third year of its online operation, which enables media outlets and other users to download broadcast-quality video easily in both NTSC and PAL versions. The UNifeed website is particularly valuable for the media in developing countries, because it provides content for smaller broadcast outlets in Africa, Asia and Latin America that cannot access the APTN satellite. As figure II below shows, the UNifeed website is expanding its outreach to non-governmental organizations, governmental agencies, educational institutions and individuals who rely on UNifeed for United Nations news content.

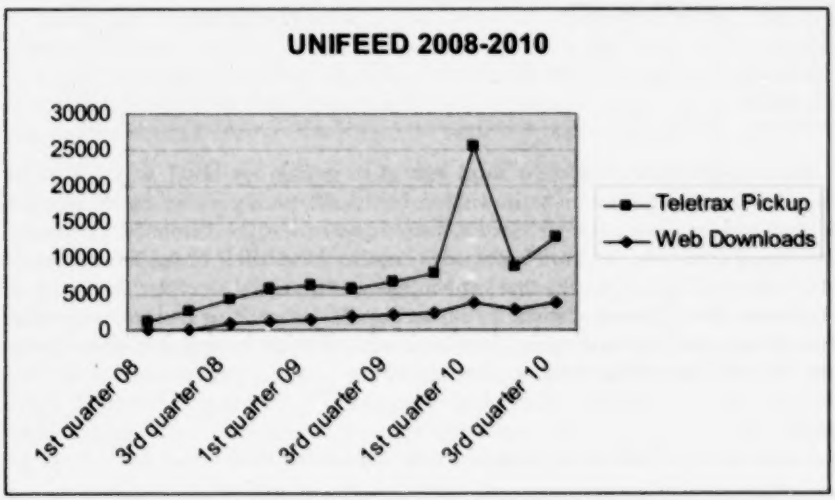
Figure II
**Web downloads of UNifeed by category, July-December 2010**



28. Since July 2010, all aspects of the UNifeed operation have shown substantial growth, including story production and distribution, both satellite and online (see figure III below). During the reporting period, UNifeed produced more than 800 stories. From July to November 2010 alone, there were over 13,850 satellite pickups and more than 6,211 online downloads of the stories. In January 2010, pickup and downloads spiked in response to UNifeed's extensive coverage of the Haiti earthquake, totalling 17,412 pickups and 2,419 downloads during the month.

29. According to Teletrax data, the use of UNifeed stories doubled in the last year, from 18,540 pickups in 2009 to 36,993 pickups in 2010. (It should be noted that this does not include all usage, but only what is monitored by Teletrax.) Web downloads also saw a significant increase from 7,853 in 2009 to 10,277 in 2010.

Figure III
**Web downloads and Teletrax pickup of UNifeed, 2008-2010**




30. Webcasting. Expanding the use of live streaming and on-demand video on the web remained an important part of the Department's efforts to help audiences around the world follow proceedings at United Nations Headquarters in New York, or other venues, in real time, or to view coverage of important United Nations meetings and events as archived video. For the current reporting period, the United Nations Webcast website had an average of 1 million video views per month. Website traffic peaked from 20 to 29 September 2010, when the site registered 809,346 video views of live and on-demand coverage of the High-level Plenary Meeting on the Millennium Development Goals, the general debate of the General Assembly and other high-level events at the start of the new Assembly session. During the same period, the Webcast team made available a total of 603 videos for on-demand access by users from more than 195 countries and territories.

31. United Nations Webcast launched an enhanced website (http://www.un.org/webcast) in mid-September 2010, with new database-driven features and better quality video. Visitors can now share United Nations videos using social networking sites such as Facebook and Twitter, or embed them directly into their own web

pages. United Nations Webcast also facilitates internal communication by covering town hall meetings, training sessions and interviews with senior United Nations officials.

32. The Department's Webcast Unit also plays a lead role in maintaining the United Nations Channel on YouTube (www.youtube.com/unitednations), which has been steadily increasing its audience amid efforts to increase user engagement and expand interactive features. Among new additions to the United Nations Channel is a segment featuring topical videos produced on a daily basis for the United Nations website home page to highlight key developments and issues in the news. The United Nations Channel on YouTube has already registered over 2.5 million video views and has over 10,000 subscribers. Over 1,600 videos have been made available, with new content updated on a daily basis. Special projects and play lists are created to raise awareness and convey information on particular issues. A video about the flooding in Pakistan became the second most viewed video on the United Nations Channel on YouTube, with over 146,000 views within a very short time.

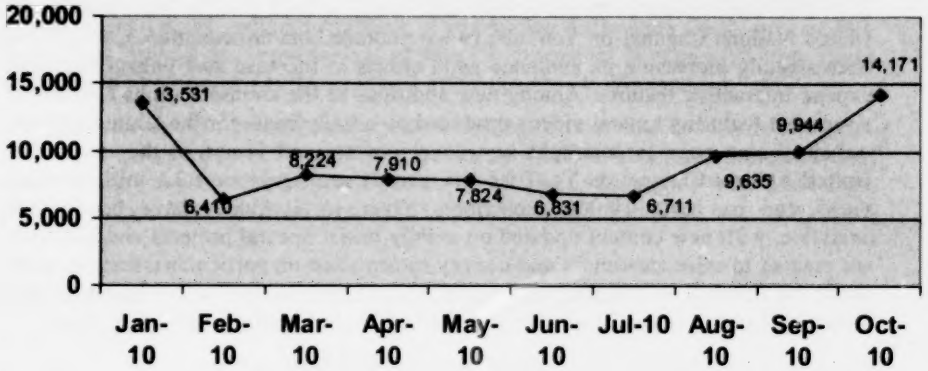
## D. Promoting multimedia products

33. The Department continued to explore new and creative ways to widen the reach of its multimedia products to new audiences, using electronic distribution methods and new social media platforms. It also maintained its traditional ways of distributing multimedia products on demand for delegations, the media and members of the public, as well as United Nations family organizations through its audio and video libraries.

34. *United Nations Photo*. Demand for United Nations Photo coverage continued to grow during the reporting period (see figures IV and V). In the first six months alone, United Nations Photo covered about 1,000 events, including the visits of the Secretary-General to 18 countries, resulting in some 3,200 images being selected and made available to the public in high resolution on the United Nations Photo website. Close to half a million unique page views were registered in September 2010, reflecting heightened interest in the High-level Plenary Meeting on the Millennium Development Goals and the general debate in the General Assembly. Additional images were ingested into the Networked Interactive Content Access (NICA) system, and provided upon request to the permanent missions and members of the public through the Photo Library.

35. The NICA system was upgraded during the reporting period, bringing about improvements such as a simplified and more efficient workflow of editing images and expanded search capabilities.

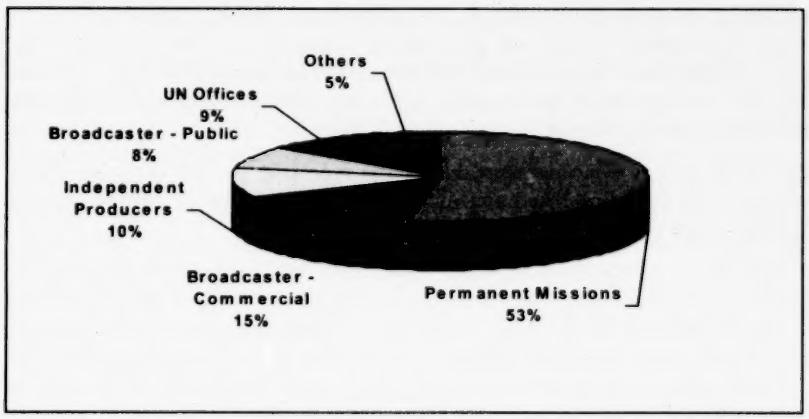
Figure IV
**Downloads of high-resolution images from the United Nations Photo website, January-October 2010**




36. It was clear from the images either viewed or downloaded that field coverage of United Nations activities and projects on the ground consistently received more attention from the public than images of meetings and events at Headquarters. United Nations Photo has been actively seeking creative ways to increase field coverage within existing resources.

37. In addition to current coverage, United Nations Photo is working with the Photo Library to make available to the public more legacy photos documenting the accomplishments of the Organization over the years. An additional 3,500 legacy images that have been digitized and retouched, with newly edited captions, were made available to the public during the reporting period.

Figure V
**Clients served by type, United Nations Visual Library, September 2010**




38. Nearly 3,000 images, mostly of United Nations peacekeeping and humanitarian work, have been posted to Flickr, a social media platform for high-quality photographs, reaching a younger and more diverse audience and directing

more people to other United Nations content on the Internet. The United Nations Photo Flickr photostream is poised to reach one million cumulative views in early 2011.

39. The Department's multimedia websites have seen significant improvements during the reporting period. New sites were created for United Nations Television's *21st Century* and *UN in Action* series, enabling registered users to download broadcast-quality versions of the programmes. Other news and media websites were redesigned to feature a common United Nations multimedia branding. A new federated search engine now enables users to search through all of the United Nations multimedia sites using a single interface.

40. As part of its continuing efforts to preserve and provide access to the unique historical audio-visual archives of the United Nations, during the reporting period the Department completed a comprehensive inventory, appraisal and selection programme of the entire audio-visual collection spanning the history of the Organization dating back to the time of the League of Nations. The Department's historical audio-visual collection comprises almost 86,000 items, or approximately 93,000 hours of audio-visual materials.

41. This exercise paved the way for the digitization of the Department's entire audio-visual collection, which will provide easier access for the public and preserve this unique heritage for future generations. The Department is seeking the support of Member States to fund this very important project. The digital collection will be managed through the media asset management system that the Organization is acquiring as part of the capital master plan and will be easily accessible from other enterprise-level systems.

42. Given the rapidly changing media environment, the Department continued to strengthen its efforts to evaluate the effectiveness of its products and services. Since April 2010, a monthly statistical report has been compiled on the use of various news and media products, yielding useful insights into the coverage of specific events and issues, as well as trends in the use of traditional and emerging media platforms. These emerging trends are complemented by face-to-face meetings and telephone contacts with clients, and traditional outreach at regional media conferences. To further improve the effectiveness of its services based on user feedback, the Department is undertaking a survey of all broadcasters who currently receive or obtain United Nations Radio and United Nations Television programmes.

## E. United Nations News Centre

43. The multilingual United Nations News Centre portal on the United Nations website continued to serve as the main gateway to breaking news about United Nations activities around the world and as an in-depth resource on developments and issues in the news. News dispatches were frequently supplemented by multimedia materials and interactive features, such as Photo Stories galleries, monthly Top Stories selections, News Quiz entries and related audio and video links. In-depth interviews with United Nations officials under the Newsmaker series and special thematic News Focus pages added scope to coverage and provided readily accessible documentation and other resources for users around the world. Over the reporting period, the associated United Nations News Service produced more than 8,000 news stories.

44. Reflecting the portal's consistent popularity in all official languages, news stories from the site frequently appeared among top-ranked results on such search engines as Google News and were regularly picked up by a wide variety of websites, from news aggregator sites to media outlets and the web pages of non-governmental organizations and academic institutions. In addition, civil society organizations, educational institutions and governmental bodies, including the European Commission and a number of permanent missions to the United Nations are now linking to the portal on their respective websites. Across the United Nations system, funds, programmes, agencies, peacekeeping missions and departments and offices in the Secretariat are increasingly linking to the United Nations News Centre from their pages or using the headline service provided by the portal to automatically retrieve related stories on their own sites. A survey of websites carrying United Nations News Centre stories in French in December 2010 showed wide pickup across regions (websites in China, Côte d'Ivoire, France, Guinea, Haiti and Togo, among other countries).

### F. Press releases

45. The Department continued to provide fast, accurate and comprehensive coverage of all open intergovernmental meetings and press conferences at Headquarters in New York and at other locations, as part of its news-related services. Between July 2010 and January 2011, the meetings coverage operation produced a total of 2,481 press releases, with 13,155 pages in English and French, including end-of-year round-ups of Security Council and General Assembly actions. That output, made available in hard copy at Headquarters and distributed to worldwide audiences via the Internet and United Nations information centres, included:

(a) 414 press releases covering meetings of the sixty-fifth regular session of the General Assembly, from mid-September to December 2010;

(b) 313 press releases on the Security Council, including a summit-level meeting on strengthening peacemaking, peacekeeping and peacebuilding capabilities, and substantive debates on Afghanistan, the Middle East, Côte d'Ivoire, Somalia, the Democratic Republic of the Congo, Iraq, the Sudan, the international criminal tribunals, and women and peace and security, as well as press statements and matters concerning subsidiary bodies;

(c) More than 1,150 press releases concerning statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as material from other United Nations offices and departments;

(d) Close to 600 summaries of press briefings of the Spokesperson for the Secretary-General and other press conferences held at Headquarters.

## III. Other services

### A. Services to the media

46. *Media liaison and accreditation.* From 1 July 2010 to 16 December 2010, the Department processed 1,875 permanent accreditations (twice as many as last year)

and 3,329 temporary press accreditations, including almost 2,000 during the general debate and high-level meetings in September, and distributed 262 media alerts to about 4,000 media organizations, as well as press attachés of permanent missions and various offices around the United Nations system.

47. The Department conducted 18 media tours for groups of professional journalists and journalism students and provided information and logistics assistance for 640 media stake-outs. It also assisted in the holding of 183 press conferences and briefings, which were attended by 9,865 journalists. As an additional service to the press, the Department continued to expand the use of new media tools for the distribution of updated daily schedules of media events at Headquarters. For example, following a successful test launch in early 2010, the use of Twitter for schedule updates is now firmly established as a vehicle for keeping correspondents abreast of the latest media opportunities.

48. In response to requests from Member States, the Department worked in close cooperation with the Department of Safety and Security and the Protocol and Liaison Service to facilitate the access of press officers of Member States to areas that are deemed restricted during the general debate. Each permanent mission obtained one hologram decal, provided by the Security and Safety Service, which allowed their respective press officers to escort national journalists to bilateral meetings and other media events without a media liaison escort from the Department.

49. *Op-ed placement*. The Department continued to provide assistance to the office of the Secretary-General and other senior United Nations officials in placing opinion pieces in newspapers and other media outlets around the world (see figure VI). Through the Department's efforts, eight op-ed pieces by the Secretary-General were published in a total of 270 outlets, giving voice to the United Nations position on a wide range of issues, including nuclear disarmament and international efforts to support Haiti's recovery from the January 2010 earthquake. In addition, the Department assisted in securing interviews in media outlets worldwide for United Nations officials across the United Nations system.[2]

[2] For information on op-ed pieces placed by the network of United Nations information centres, see the report of the Secretary-General on activities of the strategic communications services (A/AC.198/2011/2).

**Figure VI**

# IV. The United Nations website

## A. Growing content and improved presentation

50. The Department has continued to expand the use of common branding and structural elements throughout the website to achieve a more coherent look and better navigation. It did so following the redesign in 2009 of the top-layer pages of www.un.org, and has applied these improvements to sites developed and maintained by the Department, as well as to sites developed for other departments. It has also continued to improve the organization, visual attractiveness, usability and cohesiveness of www.un.org.

51. An important part of the Department's work in this area was geared towards creating individual pages for all special observances mandated by the General Assembly, such as international days, weeks, years and anniversaries. The transition to a uniform layout of this group of sites has been completed. "Global Issues", another major segment on www.un.org, was redesigned and expanded to cover a range of new topics. Each thematic area now incorporates in-depth source materials and multimedia elements, such as radio interviews and videos. In February 2011, a special feature, "Resources for Speakers", was added as a supplementary resource on selected topics.

52. The Department of Public Information has developed or redesigned websites for other departments, including the Department of Political Affairs, the United Nations Ombudsman and Mediation Services, the Office of the Special Adviser on the Prevention of Genocide and the Office of Administration of Justice. All sites were developed in the six official languages and in accordance with the accessibility standards required by the General Assembly.

## B. Expanding outreach through social media

53. In pursuing the goal of expanding its audiences, including in the developing countries, the Department took steps to capitalize on the outreach opportunities presented by social networking sites, such as Twitter, Facebook and YouTube, by incorporating their tools on the www.un.org language sites. These efforts by the Department are paying dividends:

(a) Since the launch of the Twitter and Facebook accounts on the Spanish version of www.un.org in March 2010, the site has gained over 5,000 Facebook fans and nearly 2,500 Twitter followers;

(b) On the French site, the Facebook page launched in October 2010 has already gained nearly 1,400 fans. In response to a 2010 website survey that showed user preference for more interactive content, interactive elements, such as quizzes, were expanded on the French site to engage visitors and draw traffic to the United Nations website.

54. After an assessment of the most popular social media networks in its target region, in September 2010 the Department's Chinese website unit launched a channel on Sina T-blog, regarded as the Chinese version of Twitter, and another channel on People Micro-blog, a key news website in China. Using these tools, the Chinese website unit has been posting daily short tweet-like messages that feature reports from the United Nations News Centre, home page videos, radio stories and a range of other materials highlighting the statements of the Secretary-General, new websites, and breaking news from the United Nations. As at 13 December 2010, the two channels together had about 25,000 fans. On United Nations Day, 24 October 2010, the United Nations Sina T-blog channel launched an event to collect messages for the 65th birthday of the United Nations from the fans. More than 200 fans sent messages in just one day, some of which were posted on the United Nations Day website in Chinese.

55. In another initiative in 2010, the Chinese website unit launched its video channels on Youku.com and Tudou.com, the top two Chinese video-sharing websites. The videos are produced by adding narration from United Nations Radio stories to footage from UNifeed. As at 13 December, 265 clips had been uploaded to each of the two sites. The videos cover peace and security, development and other global issues, and highlight the work of the Security Council and other United Nations bodies and the activities of the Secretary-General. The two channels have been viewed by more than 2.1 million users. The video coverage on the general debate of the 65th session of the General Assembly was seen by over 1.5 million people.

56. The French language unit also launched a YouTube channel in mid-September 2010. The channel is updated regularly with videos prepared by United Nations Television for the *UN in Action* series, as well as videos in French made available by other entities within the system (UNICEF, UNDP and the Office of the United Nations High Commissioner for Human Rights). As at 10 December 2010, more than 70 videos featured on the YouTube United Nations Channel in French had received over 4,500 views.

57. The UN Spanish-language channel on YouTube was launched in December 2010.

## C. Improved usage statistics

58. Since adopting in 2009 a new system for website traffic analysis, Google Analytics, the Department has continued to install the required code on existing web pages. By the end of December, virtually all pages on www.un.org were covered. Since the code was inserted throughout the year, the current statistics do not yet give a full picture, but they present a much more complete picture compared to earlier analyses. Beginning in 2011, reports based on Google Analytics will be an accurate reflection of website traffic, except for websites hosted on external servers to provide for high bandwidth requirements for the Department's multimedia products and services. Efforts will continue to achieve a more integrated traffic analysis of the entire United Nations website.

## D. Multilingualism and language parity on the United Nations website

59. When providing web services to author offices, the Department routinely emphasizes the need for site content to be made available in all six official languages (see figures VII and VIII and table below), a requirement mandated by the General Assembly. This imposes an additional cost for website development, which these offices are often unable to support. To ease this burden, the Department continues to employ the cooperative arrangements it has established with universities in China, Belarus and Spain for translation of web content into Chinese, Russian and Spanish. To these existing partnerships the Department is adding translation into Arabic, in collaboration with the Department for General Assembly and Conference Management. The Arabic unit in the United Nations Web Services Section, in cooperation with the Arabic Translation Service, acted as a part-time host for Department for General Assembly and Conference Management interns during the summer of 2009 and 2010. As a result of this cooperation, a number of pages were translated and added to the Arabic website.

60. The partnership between the Department of Public Information and the Department for General Assembly and Conference Management was further expanded through agreements signed recently with the University of Damascus, the American University of Cairo and Saint Joseph University in Beirut. Besides contributing to the translation of web pages, the students from these universities will also benefit from new opportunities for training over the next two years. The Department is also continuing its arrangement with the United Nations Volunteers programme to assist in updating and producing content in French with high-quality translations.

61. As part of the Department's efforts to move towards language parity, the recently introduced daily news-related video featured on the www.un.org home page is posted with captions in all official languages. In addition to improving multilingual access, the captioning also makes the videos accessible to persons with disabilities.

**Figure VII**
Percentage of United Nations website visits by language, 2010

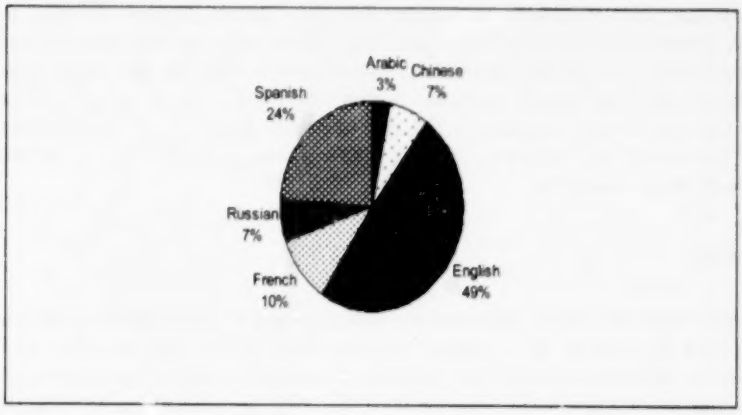
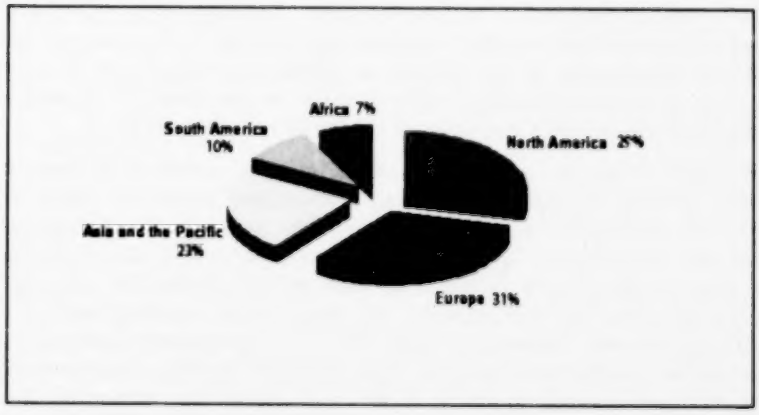



Table
**Geographic distribution of United Nations website visits, by visit and page, 2010**

| *Continent* | *Visits* | *Pages per visit* |
|---|---|---|
| Europe | 8 948 302 | 3.05 |
| North America | 8 260 891 | 3.19 |
| Asia and the Pacific | 6 420 190 | 2.90 |
| South America | 2 823 333 | 2.70 |
| Africa | 2 039 904 | 2.90 |
| **All continents** | **28 492 620** | **2.95** |

Figure VIII
**Geographic distribution of United Nations website visits, 2010 (percentage)**



## E. Accessibility for persons with disabilities

62. In compliance with the resolutions of the General Assembly, the Department of Public Information has continued to ensure that the United Nations website is accessible to persons with disabilities, including those with visual, hearing and mobility impairment. Compliance with these requirements includes the captioning of many videos uploaded to the website, which are increasing in number. The Department has developed technical standards to assist departments and offices across the Secretariat in producing accessible web content and continues to ensure compliance with these standards.

# V. Conclusions

63. **The Department of Public Information continued to work on enhancing the effectiveness and expanding the reach of a wide array of its news services and related products. To better address the needs of its varied audiences and partners in different parts of the world, particularly in the developing countries, it maintained a strong focus on traditional means of communication — radio, television and print — while at the same time making every effort to capitalize on the opportunities presented by the Internet and new media platforms, including social networking sites and mobile devices. By expanding the use of multimedia products and services and making more products available on the Internet for download in broadcast quality or in high resolution, the Department has been able to reach a more diverse, and younger, audience. At the same time, the Department continued to disseminate information to those who have no, or very limited, access to the Internet.**

64. **Despite the challenges presented by the ongoing capital master plan, which resulted in a significant dispersal of production teams and led to several technical constraints, the Department was able to ensure smooth functioning of all of its news and media support services, including during an intensive period of overlapping top-level events at the start of the sixty-fifth session of the General Assembly. Meanwhile, as part of the capital master plan process, preparations continued for the introduction of a new media asset management system that is scheduled to become operational in the course of 2011. Building on its experience of monitoring and evaluating its output, the Department used the Teletrax system (which provides information on the pickup of UNifeed material) and Google Analytics (a new system for website traffic analysis) to continuously assess its operations and make them more responsive to audience and client needs.**

65. **The Department has continued its efforts to improve multilingual content on the United Nations website, but challenges identified previously have, if anything, become more serious. Author departments and offices continue to generate and post web content in English only. Expanded use of social media could also lead to an uneven balance in content generation in different languages. On web content management, the Department worked with the Office of Information and Communications Technology to identify short-term open-source content management systems. This will help to ensure that content management becomes more organized, secure and useful for visitors to the United Nations website, while remaining within allocated resources.**

United Nations A/AC.198/2011/4

General Assembly

Distr.: General
15 February 2011

Original: English

**Committee on Information**
**Thirty-third session**
25 April-6 May 2011

# Activities of the Department of Public Information: outreach services

## Report of the Secretary-General

*Summary*

The present report, prepared in response to General Assembly resolution 65/107 B, summarizes the key advances made by the Department of Public Information during the period from July 2010 to February 2011 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department — strategic communications services and news services — are described in separate reports of the Secretary-General (A/AC.198/2011/2 and A/AC.198/2011/3).

11-21551 (E) 180211

Please recycle

# I. Introduction

1. In its resolution 65/107 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-second session (A/AC.198/2010/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called on the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which considers the activities of the outreach services, provides an overview of the strategic direction of the subprogramme and highlights the activities undertaken in the process of reaching out to key constituencies. It also summarizes the activities of the Department's library services, including the Dag Hammarskjöld Library at Headquarters.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2010 to February 2011.

# II. Towards a global engagement with the United Nations

5. The objective of the outreach services is to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization. That objective is implemented by the Outreach Division through efforts targeted at the public and carried out in alliance with key partners, including non-governmental organizations; the academic community; educational institutions; celebrity advocates, such as the Messengers of Peace; partner libraries (including depository libraries); other representatives of civil society; and the media. The Division also works to provide relevant information products and services to facilitate the work of Member States, Secretariat staff and researchers and to support internal communications at the United Nations. The Division also provides enhanced access to information and knowledge and promotes increased participation and involvement in the work of the United Nations by means of conferences, briefings, exhibits, publications and teaching materials.

6. During the period under review, the Outreach Division consolidated its mandate among its traditional audiences in the general public and civil society, especially young people. The Division also launched a new initiative to formalize the academic community's commitment to the principles of the Organization. While continuing to utilize established means of communication, the Division expanded the use of social media platforms with the aim of enlarging its constituency and further broadening the global ownership of the United Nations.

# III. Deepening civil-society involvement in the Organization's activities

7. One of the major successes achieved in 2010 in the deepening of relations between the Department and the non-governmental-organization community was the sixty-third Annual United Nations Department of Public Information/ Non-Governmental Organizations Conference, held in Melbourne from 30 August to 1 September 2010 on the theme "Advance global health: achieve the Millennium Development Goals". Some 1,700 non-governmental representatives of 260 organizations from 70 countries participated, an increase in participation of 30.7 per cent over the 2009 conference. In addition, representatives of the media, academia, the private sector and other institutions also attended. The Conference Declaration, presented to the Secretary-General, the President of the General Assembly and the new head of Government in Australia, underscored the need to sustain the gains made in the implementation of Millennium Development Goals.

8. The conference featured four round tables, more than 55 workshops and 54 exhibits organized by non-governmental organizations, including a Youth Millennium Development Goals Village. Participants were also treated to several displays of indigenous art and culture. A highlight of the conference was the use of new media for the benefit of those who could not attend. Critical to that effort was the public-events website organized by the non-governmental organizations in Australia, in cooperation with the Department, in order to give the general public an opportunity to participate online. Young people led the way in using Twitter and Facebook to draw regional and global attention to the conference, which attracted unprecedented media attention and interest, as reflected in numerous articles and Twitter feeds. In June 2010, with the assistance of the United Nations information centres in Canberra and Manila, 40 non-governmental organizations from Australia (32), Fiji (1), Philippines (5), Tonga (1), Vanuatu (1) became associated with the Department, bringing the total of non-governmental organizations associated with the Department as at September 2010 to 1,589.

9. Interest in the weekly briefings for the non-governmental community associated with the Department continues to grow. Despite the fact that the securing of a permanent venue remains a challenge in 2010, the briefings and the three communications workshops attracted some 7,000 non-governmental representatives.

# IV. Bringing the United Nations to young people

## A. Global Model United Nations Conference

10. The Department organized the second annual Global Model United Nations Conference, in partnership with the Government of Malaysia and the United Nations Alliance of Civilizations, in Kuala Lumpur from 14 to 18 August 2010, on the theme "Towards an alliance of civilizations: bridging cultures to achieve peace and development". The selection criteria ensured diverse and gender-balanced participation by 353 young persons from 51 countries. The next conference will be held in Incheon, Republic of Korea, in August 2011.

11. The Global Model United Nations Conference included a simulation of a General Assembly summit and of an emergency meeting of the Security Council. A

series of innovative video chats gave student delegates live access to United Nations officials and diplomats to help them better understand issues related to the Alliance of Civilizations and the various topics on the summit's agenda, which focused on "Education and civic engagement; the global information society; removing barriers and strengthening cultural dialogue; cultural challenges to global human security; and forging alliances towards peace and security". Through one of the side events, the conference also offered an opportunity for students to learn about the Ministry of Youth and Sports of the Government of Malaysia and the work of the United Nations in Malaysia. The conference continues to serve as a model of best practices for other model United Nations programmes around the world, encouraging the development of new programmes where they did not exist before and inspiring youth delegates to become involved in global issues.

12. One of the Department's key goals is the inclusion of more students from developing countries in the Global Model United Nations. Although the Department has been successful in this regard, efforts are also being initiated to strengthening partnerships with Member States and the private sector in order to enhance sponsorship for the Global Model United Nations and make it more inclusive.

## B. Student conferences

13. In September 2010, more than 500 students and teachers participated in the observance of the International Day of Peace, held at Headquarters on the theme "Youth, peace and development", which addressed the issues of peace, the Millennium Development Goals and the proclamation by the General Assembly of the International Year of Youth. Students from the United States of America, Mexico and Canada at Headquarters joined young people from United Nations peacekeeping missions in Liberia (the United Nations Mission in Liberia) and the Sudan (the United Nations Mission in the Sudan). A special feature of the event included performances by a Japanese youth choir accompanied by a pianist playing a Hibaku piano that had been damaged during the bombing of Hiroshima.

14. The thirteenth annual United Nations student conference on human rights, organized in partnership with the United Nations Information Centre in Mexico City and the United Nations Regional Information Centre in Brussels, was held at Headquarters from 1 to 3 December 2010. More than 40 schools participated in the event. The conference focused on discrimination and the rights of the child, and a list of students' recommendations has been posted on the United Nations CyberSchoolBus website (www.cyberschoolbus.un.org).

## C. UN4U

15. In observance of United Nations Day 2010, the Department organized the third annual "UN4U" programme, which proactively took the Organization's story to 504 educational institutions and more than 85,000 students around the world — more than triple the number of participants in 2009. In New York City, senior officials of the United Nations system, including three Under-Secretaries-General and two Assistant Secretaries-General, visited 51 public high schools in the boroughs of the Bronx, Brooklyn, Manhattan, Queens and Staten Island, speaking to an estimated 7,000 students, which represented an increase of more than 15 per cent from 2009.

16. In 2010, some innovative features were added to the programme in New York. Some of the presentations with photos and videos were documented, and interviews were organized with some students; compilations of interviews, photos and comments by speakers and schools were posted on a daily basis on the United Nations Visitors Centre Facebook fan page. For the first time, materials were sent to the schools in advance of speakers' visits.

# V. Spotlighting the United Nations through the arts and entertainment

## A. Creative Community Outreach Initiative

17. The Secretary-General's Creative Community Outreach Initiative was launched to tap into the prodigious outreach potential of television and film and to serve as a one-stop shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations. A number of noteworthy projects have been undertaken since July 2010, including:

(a) The Department arranged for senior United Nations staff to participate in several events in Los Angeles and New York designed to familiarize film and television professionals with the work of the United Nations, at the Producers Guild of America, the Writers Guild of America, The Good Pitch (BritDoc) and the Global Creative Forum;

(b) The second annual Envision forum, on the theme "Addressing global issues through documentaries", included a documentary film screening and a discussion series on themes related to the Millennium Development Goals. It was produced in partnership with the Independent Filmmaker Project and held at the TimesCenter in New York City, with a special focus on education;

(c) A major Hollywood science-fiction franchise shot a scene in the General Assembly Hall for an upcoming feature film, in which a fictional future Secretary-General implores Member States to vote in favour of offering safe haven to alien refugees on our planet.

## B. Celebrity advocacy

18. As part of the campaign on the Millennium Development Goals, 30 Goodwill Ambassadors and three Messengers of Peace accepted the Secretary-General's invitation to assist in outreach as "Millennium Development Goal Champions" for the year. Eight of them actively participated in a new media campaign using Twitter and Facebook in the lead-up to the High-level Plenary Meeting of the sixty-fifth session of the General Assembly on the Millennium Development Goals, held in September 2010, and eight attended the Summit. Following the adoption by the General Assembly of resolution 63/219, on the Convention on Biological Diversity, the Secretary-General designated acclaimed actor and filmmaker Edward Norton as the United Nations Goodwill Ambassador for Biodiversity on 8 July 2010.

### C. United Nations Day Concert dedicated to the Millennium Development Goals

19. The United Nations Day Concert in 2010 was dedicated to the Millennium Development Goals. The concert was sponsored by the Permanent Mission of the Republic of Korea and featured the Korean Broadcasting System Symphony Orchestra. The theme was reflected in the evening's programme, speeches and visual identity, designed by the Department's Graphic Design Unit.

### D. Academic impact

20. The United Nations Academic Impact, a global initiative that aligns institutions of higher education with the United Nations in actively supporting universally recognized principles in the areas of human rights, literacy, sustainability and conflict resolution, was formally launched by the Secretary-General on 18 November 2010 at an event attended by representatives of more than 130 member institutions; by the end of the year, more than 540 institutions of higher education and research in 96 countries had joined this global network of ideas and imagination. As a curtain-raiser for the launch, a seminar on "The United Nations Academic Impact for a better and harmonious world" was held in Shanghai, China, in November. A conference on the Academic Impact, human rights and the architecture of peace was also convened at the Centro Niemeyer, Asturias, Spain, in December 2010.

## VI. Engaging the public

### A. Speaking engagements and briefings

21. In 2010, the speakers' bureau of the Department organized and facilitated more than 700 in-house briefings and videoconferences as well as 94 outside speaking engagements, reaching more than 36,000 individuals in North America, mainly in the United States. The reduction in the number of people reached was due to the fact that it was not possible to hold many of the large-scale programmes at Headquarters in the spring, as the General Assembly was closed to the public for urgent repairs. Had those sessions taken place as scheduled, they would have accounted for an additional 10,000 individuals. Arrangements have been made with some outside venues, but their distance from Headquarters has a negative impact on the work, as participants have to be escorted much longer distances. In addition, staff speakers are no longer based at one location and find it harder to commit to briefings, as reaching specified venues takes longer than it did in the past. However, the Department continues to respond to direct communications from the public in the form of petitions, letters, e-mails, telephone calls and in-person enquiries and provides online answers to frequently asked questions about the United Nations to website visitors.

## B. Exhibits and guided tours

22. Almost 1 million visitors each year view the rotating roster of public exhibitions curated and installed by the Department in the Visitors' Lobby at Headquarters. The website for visitors makes it possible for a greater breadth of programme content to reach online visitors directly and indirectly through links to exhibitors' home pages and social media. Between July 2010 and February 2011, 19 exhibits were organized, including "Access to life", a photographic survey of HIV-positive men and women in nine countries; "One billion hungry", an exhibit designed to enlist citizen participation in the fight against global hunger; "Faces of climate change", "Visual voices of youth" and "Education counts", with a focus on the Millennium Development Goals and the disparities in girls' access to education.

23. The new guided tour route at Headquarters is now well established; some recent additions include a slide show on the work of the United Nations following the January 2010 earthquake in Haiti and a display of peacekeepers' blue berets and helmets. Other notable facts related to guided tours are set out below:

(a) From 1 January to 30 November 2010, 254,626 visitors took guided tours of Headquarters — an increase of more than 9 per cent compared with the previous year. More than 55,000 of those visitors took the audio tours (roughly 20 per cent), which had been introduced in October 2009.

(b) In 2010, at the United Nations Office at Geneva, 95,643 visitors — the highest number in a decade — took guided tours in more than 15 languages, while at the United Nations Office at Vienna, 47,000 visitors took guided tours in 15 languages.

(c) At Nairobi, guided tours are offered free of charge to visitors from local and international schools, universities and delegations.

24. Guided tours of Headquarters will operate in the General Assembly Building until 2012. However, the tour route no longer includes the Conference Building.

## C. Visitors Services online

25. A new website, United Nations Visitors Centre (http://visit.un.org), was launched on 21 October 2010. It contains information on all the services offered to visitors at United Nations Headquarters. Information on tours, exhibits, lectures, shops, stamps and the post office, as well as a fact sheet and answers to frequently asked questions, can be found under the rubric "What to see and do". "Plan your visit" features information on directions, hours and admission, security screening, a teacher's corner, a calendar of events, updated information about United Nations renovations, while "Tours and tickets" provides the visitor with information on guided and audio tours, online ticketing and group reservations, inter alia.

## D. Citizen Ambassadors to the United Nations

26. Continuing the momentum established in the first year of the programme, the Citizen Ambassadors video contest, hosted on the United Nations channel on YouTube, invited citizens of the world to speak to world leaders and engage in a global dialogue with the United Nations. In 2010, the contest was devoted to the

theme of the Millennium Development Goals and was judged on a regional basis in order to ensure a diverse geographical representation among the winning entries.

27. Call-for-entry videos in English, French and Spanish featuring the Secretary-General, United Nations Children's Fund Goodwill Ambassadors Jackie Chan, Angélique Kidjo, Youssou N'Dour and Lionel Messi and United Nations Messengers of Peace Stevie Wonder and Princess Haya Bint Al Hussein asked YouTube viewers how to make our world a "better, safer place" and were viewed over 56,000 times during the campaign.

28. In an effort to increase access to the contest in developing nations, the Department established a unique partnership with the United Nations Foundation and Flip Video, which provided 52 Flip Video cameras to United Nations information centres throughout the world. That allowed interested individuals without access to adequate technology or a video camera to prepare and upload their video message at the participating United Nations information centre. From more than 400 entries, six winners were selected, from Nigeria, Saudi Arabia, Australia, the Russian Federation, Mexico and the United States. The contest culminated in a special screening of the winning videos before world leaders in the General Assembly Hall at Headquarters in New York, during the High-level Plenary Meeting, from 20 to 22 September 2010.

# VII. Remembrance activities

## The Holocaust and the United Nations outreach programme

29. In fulfilling its mandate to combat Holocaust denial, the Department lent its support to the International Conference on Anti-Semitism and Holocaust Denial organized by the Holocaust Education Trust Ireland, in cooperation with the Government of Ireland, in November. The aim of the conference was to examine these issues in historical and contemporary contexts and discuss ways to eradicate hate speech. Other activities carried out during the reporting period include:

(a) In November, placing special emphasis on outreach to educators and young people, the Department was linked by videoconference with 150 students from seven countries, who were brought together by the United Nations Information Centres in Accra, Colombo, Dar es Salaam, Dhaka, Harare, Kathmandu and Yangon. The event was held in cooperation with the House of the Wannsee Conference Memorial and Educational Site;

(b) In December, the Department, in partnership with the University of Southern California Shoah Foundation Institute for Visual History and Education and Yad Vashem, The Holocaust Martyrs' and Heroes' Remembrance Authority, produced an educational study guide and DVD for high school students entitled "Women and the Holocaust: courage and compassion". That educational tool features survivor testimony and highlights the ways in which women experienced the Holocaust. It is available in all United Nations official languages;

(c) The Department published a new discussion paper for university students entitled "The Global Prevention of Genocide: Learning from the Holocaust". Drafted by experts at the Salzburg Global Seminar, the paper explores the links between the fields of Holocaust education, genocide prevention and human rights;

(d) In February 2011, the Department carried out a number of activities organized in observance of the annual International Day of Commemoration in Memory of the Victims of the Holocaust under the theme "Women and the Holocaust". A memorial ceremony was held on 10 February 2011 in the General Assembly Hall. The Day was also commemorated by United Nations offices around the world in a variety of ways. In addition, two exhibitions were mounted at Headquarters: "The memories live on", by the International Auschwitz Committee in Germany, the Auschwitz-Birkenau State Museum in Poland, the International Youth Meeting Centre Oswiecim/Auschwitz in Poland and the Gedenkstätte Deutscher Widerstand in Germany; and "Hélène Berr, a stolen life", curated by Le Mémorial de la Shoah in France, which documented, through a young woman's diary, the persecution of Jews during the Nazi occupation of Paris;

(e) The film *Daring to Resist* was screened by the Department in partnership with Women Make Movies and the Jewish Partisan Educational Foundation. The film was also made available in January for screenings by the network of United Nations information centres.

30. The Department continued to support the outreach activities of United Nations information centres by partnering with Le Mémorial de la Shoah to produce a travelling exhibition entitled "The Holocaust in Europe". The exhibition, available in English, French, Russian and Spanish, was hosted by United Nations information centres in Bujumbura, Manila, Mexico City, Moscow and at the United Nations Information Service in Vienna.

## VIII. Reham Al-Farra programme

31. The Department organized the thirtieth annual Reham Al-Farra Memorial Journalists' Fellowship Programme from 13 September to 22 October 2010. Nine junior and mid-level print and broadcast journalists — five women and four men — from Antigua and Barbuda, Bahrain, Bosnia and Herzegovina, Haiti, Mozambique, the Russian Federation, Togo, Uzbekistan and Zambia participated. Highlights of the six-week programme included a visit to Rochester, New York, where they stayed with the families of members of the local chapter of the United Nations Association and participated in the Association's conference on the theme "Freedom of the press: environmental sustainability". A website was launched in conjunction with the start of the programme in September: http://www.un.org/en/media/fellowship/current.shtml.

## IX. United Nations flagship publications

32. *Yearbook of the United Nations*. In 2010, the online site of the *Yearbook of the United Nations*, the most authoritative reference work available on the activities and concerns of the Organization, experienced an increase in the number of pages per visit, indicating greater research use of this outreach tool. In its traditional print form — a perennial United Nations best-seller — volume 61 of the *Yearbook* was delivered to the printer in January 2011 for publication in the first quarter of the year, with an e-book version in production for simultaneous release. The 33 chapters of this fully indexed 1,628-page book deal with activities related to political and security questions, human rights issues, economic and social questions, legal issues, and institutional, administrative and budgetary matters carried out in 2007.

33. *UN Chronicle*. The *UN Chronicle* has maintained gender parity among its contributing authors and successfully sought participation from the developing world. Of the 75 authors published in 2010, 47 represented developing countries and 48 were women. In 2010, the quarterly magazine focused on empowering women, global health and the United Nations Academic Impact. The contributors to the year-end special youth issue were from around the world and ranged from 14 to 24 years of age. They expressed their concerns on priority United Nations issues such as nuclear disarmament, child soldiers, the protection of the human rights of girls and indigenous communities, climate change, the eradication of poverty, the Millennium Development Goals and the Dialogue among Civilizations.

34. The *UN Chronicle* social media outreach was developed with the aim of reaching new audiences, reconnecting with previous readers and establishing the magazine's brand within social media outlets. The magazine's presence on Facebook, in conjunction with other social media utilities such as Flickr, has allowed it to actively engage readers through constructive photo and essay contests related directly to the Organization's priority issues.

35. The Department is also actively pursuing opportunities to team up with external partners for the publication of the print edition of the *UN Chronicle* in the other official languages as well as local languages. In that regard, the successful arrangement to translate, print, sell and distribute the magazine in the Korean language that began with issue No. 1 of 2010 has been extended to issue No. 2.

# X. Sales and marketing: expanding access to knowledge and information

## A. Sales and marketing of United Nations publications

36. The Department focused its efforts in 2010 on developing and expanding an e-publishing programme, that included the creation of e-books and "apps" for mobile devices, the signing of e-book distribution agreements or licenses through leading e-book providers, and the conclusion of agreements with e-book aggregators focusing on the library market, such as ebrary. Negotiations with Google are ongoing for the inclusion of United Nations publications in the new Google eBooks service.

37. In addition, the Department planned the forthcoming United Nations e-book collection. Proposals from vendors have been received, and a contract will be awarded in early 2011. The collection, a fully searchable, fully indexed portal giving access to more than 1,200 United Nations e-books and all new titles as they are published, will be accessible free of charge to delegates, United Nations staff and depository libraries in developing countries; it will be available as a subscription service to institutions and will also allow for the individual downloading and purchase of e-books. The service will be launched in the last quarter of 2011. Social media platforms such as Facebook and Twitter provide an excellent forum for discussions on e-books. Between 1 January and 31 December 2010, the number of fans and followers of the United Nations publications pages on Facebook and Twitter went up 278 per cent and 540 per cent, respectively.

38. The Department is now increasingly producing books digitally "just in time" through print-on-demand technologies as opposed to getting copies "just in case" and storing them in a warehouse. Print-on-demand technology allows books to be printed one copy at a time in a cost-effective way and in locations as near as possible to customers, thus reducing storage and shipping costs and wait time. More than 50 United Nations titles are now set as print-on-demand publications, and more will be available in 2011.

39. The transition to the new warehouse and fulfilment house is now complete. Approximately 200,000 copies of United Nations publications were distributed to end customers and distributors in 2010. The Department signed up a total of 12 new book distributors, 60 per cent of which are in developing countries.

40. During the reporting period, the Department signed 14 licence agreements with local publishers interested in translating or republishing United Nations content in printed form, generating 23,000 additional copies of United Nations publications distributed worldwide. In addition, four contracts were concluded for the translation and electronic publication of United Nations titles.

41. The United Nations Bookshop continued to provide a reliable and professional service to delegates, United Nations staff and the general public, conducting approximately 5,000 transactions per month. In spite of the challenges posed by the capital master plan in 2010, the United Nations Bookshop successfully organized almost 50 well-attended special events, including 12 "meet the author" events.

42. An important lesson learned in the sales and marketing of United Nations publications is the need to give equal priority to the marketing, sales and distribution of physical and digital publications. The numbers for 2010 show that there has been a spike in the demand for digital content and that the market is ready for it. The Department will leverage this opportunity by proactively obtaining electronic files from author and production departments and making them available on the most popular publishing platforms, and using appropriate business models.

## B. Development Business

43. Once its website design was completed, in 2009, *United Nations Development Business* was able to focus on implementing the new design theme for all existing communication activities while developing new website features that will further enhance the services offered by the programme. Many of the recommendations that were made by the Parsons School of Design, which partnered with the Department in 2009 on the redesign of the website and the application of new tools and technologies, were implemented. Among those are advanced search functionality; e-mail alert notifications for subscribers; an updated, self-manageable version of the business directory; and a new online advertising section. Meanwhile, the transition from print to digital has been completed, and the unit has prepared the gradual phase-out of its bimonthly print distribution in 2011. The printed version will still exist, but the business model will emphasize the digital magazine version and print on demand. In order to expand this new, innovative service, the Department has established partnerships with additional development banks and government agencies, and a presence at international trade events.

### C. Graphic design

44. The graphic design team of the Department continued to provide tailored design solutions for print and Web products and the branding of promotional campaigns. It also continued to provide costing estimates, specifications and overall print expertise to help clients in the preparation of budgetary proposals. The graphic design team effectively completed close to 300 projects — from brochures, books and posters to signage, banners and press kits — promoting and advocating the activities of the United Nations. Sensitive to the issue of multilingualism, the team created most of its designs in all six official languages.

45. The graphic design team collaborated closely with the Department of Economic and Social Affairs on two major programmes by providing branding and design solutions for the International Year of Forests and the International Year of Youth. It also collaborated with the United Nations Police Division in designing a new United Nations police logo and in developing a comprehensive strategy to standardize the logo usage and application globally. The team also designed products promoting indigenous peoples' issues, the United Nations and decolonization, and the Zero Under 18 Campaign, relating to children in armed conflict.

## XI. Library services: a gateway to information for the United Nations information services

46. The Dag Hammarskjöld Library, as the parliamentary and research service of the United Nations, provides information and research services to delegates, the Secretariat and related bodies and agencies, as well as to diverse specialized groups and the wider public through its in-house and e-mail consultations, Internet-based platforms and other means of communication.

47. *Capacity-building*. The Library's successful training programme for delegates, staff, non-governmental organizations and other major clients on understanding the work of the United Nations through its documents continued during the period 2010-2011 with a focus on General Assembly documentation. One notable event, in collaboration with the Department of Political Affairs, was a training programme for new members of the Security Council on the effective use of United Nations documentation.

48. *Depository libraries*. In 2010, the Dag Hammarskjöld Library began a complete review of the United Nations Depository Library Programme in collaboration with 395 depository libraries. The aim was to ensure that depository libraries received the necessary United Nations information in the formats that were most useful to their reader populations. The Library continues to strongly encourage depository libraries to move to the use of electronic access in preference to print documents and publications. While promoting a move to online access, the Dag Hammarskjöld Library also takes into account the varying degrees of reliability in terms of connectivity, especially in developing and least-developed countries. The Library is also working with depository libraries to encourage and promote their outreach efforts in connection with United Nations-related issues.

49. The training programmes offered to depository libraries have been very successful in building a network of librarians across various regions who have knowledge and expertise about the United Nations. In the first quarter of 2011, the first training programme for United Nations depository libraries in Oceania will be held in Canberra.

50. *Electronic resources and United Nations digital information.* The Dag Hammarskjöld Library helps 59 United Nations entities to "deliver as one" by serving as the coordinating secretariat for the United Nations System Electronic Information Acquisition Consortium, which facilitates subscriptions to a constantly growing list of electronic resources for its members in 47 countries. In response to users' needs for quality information at any time and at any location, the Dag Hammarskjöld Library is transitioning from print collections to electronic resources and has started to prepare new mechanisms for the delivery of e-books, e-newspapers, e-magazines, e-journals and e-databases onto the desktops of United Nations staff members worldwide. The Library has also shifted its focus from United Nations print materials to United Nations digital information and has started to prepare a new environment to provide the stakeholders of the Organization and the general public with both digitized and born-digital United Nations information. The new environment will help the Library ensure the preservation of United Nations digital assets for future generations.

51. At the same time, the Library is also actively seeking to ensure the permanent preservation of the published records of the Organization since 1946. Having completed the main series of Security Council documents, the digitization programme will now be focusing on earlier General Assembly documentation, followed by a retrospective content analysis and indexing of the documents to ensure that they are better preserved and made available. In 2010, 12,472 older documents (227,497 pages) were digitized and loaded to the Official Document System.

52. In 2010, bibliographic metadata were created and assigned to 18,000 United Nations documents and publications for ease of search and retrieval. The authority records and the thesaurus in all six official languages are continuously maintained. These metadata form the core information for the United Nations Bibliographic Information System (UNBISnet) and the Official Document System. As at 1 December 2010, 850,000 bibliographic metadata had been recorded in UNBISnet, which also provides a complete voting history on all General Assembly and Security Council resolutions.

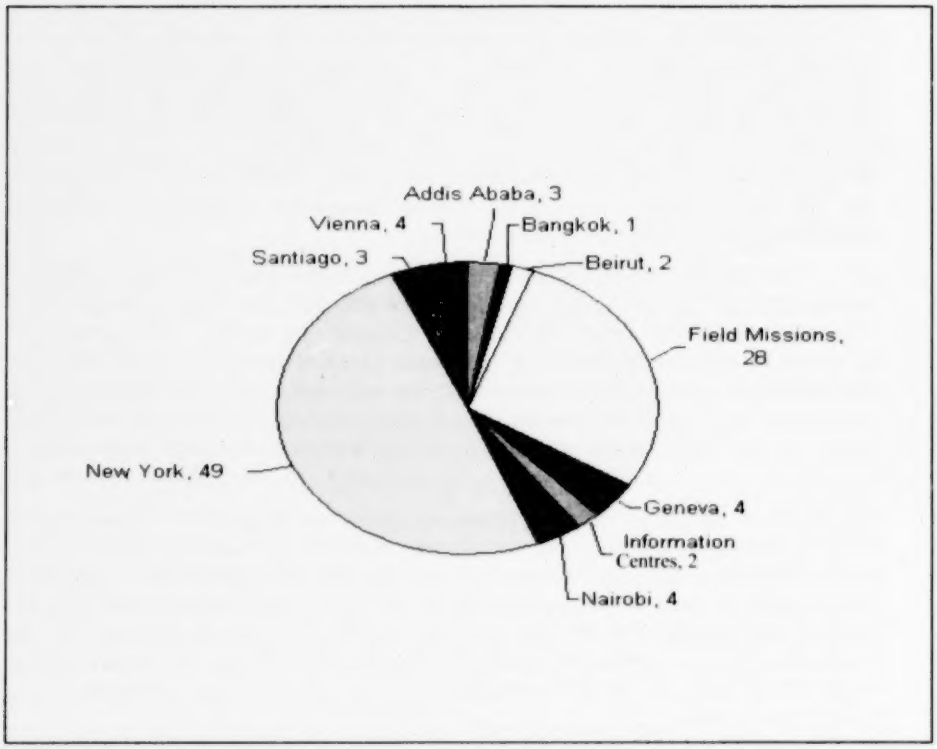
53. *Inter-agency coordination in the field of information management and services.* The Dag Hammarskjöld Library cooperates with other United Nations libraries through the inter-agency knowledge-sharing and information management network, a forum that promotes collaboration, operational and fiscal efficiency, and the adoption of information technology in libraries of the United Nations. The Library also serves as the secretariat of the Steering Committee for the Modernization and Integrated Management of United Nations Libraries, which enables United Nations libraries to work together on issues such as common indexing policies and digitization operations.

# XII. Internal communications

54. The Secretariat Intranet, iSeek, continues to be accessed by staff and personnel worldwide. From January to December 2010, the iSeek team added 775 staff-focused postings, most of which were also translated into and posted in French. Fifty per cent of the postings were submitted by or included input from staff at offices away from Headquarters, including peacekeeping missions and information centres (see figure below).

**iSeek story contributions by duty station, January to December 2010**

(Percentage)




# XIII. Language Days at the United Nations

55. Complementing the observance of International Mother Language Day, the Department established "Language Days at the United Nations" with the aim of educating, informing and entertaining by dedicating one day a year to the celebration of each of the six official languages. The 2010 Language Days were observed at Headquarters with special language information fairs, book sales, articles on iSeek, cultural ceremonies and other events, including film screenings, poetry readings and lectures in connection with the various official languages.

# XIV. Conclusions

56. In the sixty-fifth year of the Organization's history, the Department of Public Information progressively transformed its outreach role. The ideas and energy generated through its collective efforts and its partnerships with global civil society and its individual constituents both reflected and supported the intergovernmental processes of change and betterment that animate the United Nations and are the key to the full and successful realization of its mission.

57. As a result of the capital master plan project, the Department's outreach services will continue to face a number of challenges, including the lack of dedicated access to infrastructure facilities that cater to visitors, non-governmental organizations and student groups. The Department is working with the capital master plan management in searching for alternative briefing venues and in rerouting guided tours.